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MAR 12 1959

**ROUTE THIS
ISSUE**

TO SEE PAGE.....
TO SEE PAGE.....
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TO SEE PAGE.....
TO SEE PAGE.....
TO SEE PAGE.....

shipping MANAGEMENT

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MARCH, 1959



**Traffic-Purchasing teamwork
sparks receiving at Union Carbide . . . P. 8**

**New truck cargo control
system cuts damage . . . P. 14**

How to expedite motor freight claims . . . P. 18

Racking system spurs warehousing at Coast-to-Coast Stores . . . P. 28

go-how:

**it ships switches
from St. Louis**

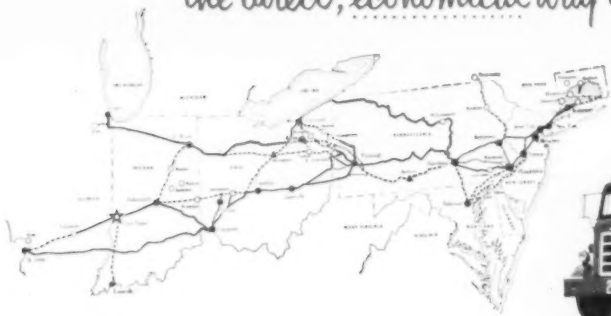
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IN THIS ISSUE....

Blueprint for better shipping

A 12-point program designed to break on-the-dock bottle-necks merits the close attention of motor freight users.

Traffic-Purchasing teamwork sparks receiving at Union Carbide

Cooperation between these two key Union Carbide departments has paid big dividends in reducing receiving costs, opening up new sources of supply, and attaining the best possible inbound transportation at the lowest price.

Versatile fork lifts boost handling at Beaven, Equipment Manufacturing

Tailor-made to the needs of two major concerns, fork lift trucks have expanded storage capacity, enhanced handling, and slashed distribution expenditures.

New truck cargo control system cuts damage

Here it is! A truck cargo-control setup that can cut motor-freight damage and, at the same time, facilitate the processing and handling of over-the-road shipments.

How to expedite your motor freight claims

"Know-how" plus attention to vital details can speed the settlement of your freight loss and damage claims. Here's what you should know about filing a claim.

Racking system spurs warehousing at Coast-to-Coast Stores

A unique rack installation has proven to be the answer to this hard goods wholesaler's warehousing problems.

The lowdown on expendable pallets

What kind of expendable wooden pallets are available to shippers? How do they benefit the user? What should shippers understand about expendable pallet construction?

What you should know about Panama's Colon Free Zone

Where to get the answers to your overseas shipping problems

Via Motor Carrier	13	Air Cargo News	31
Motor Carrier Dicta	16	Helps	36
News You Can Use	17	New Products	39
D. R. Dominie	24	Advertisers Index	44
Intimate Notes of Eminent People	26		
Traffic News	30		

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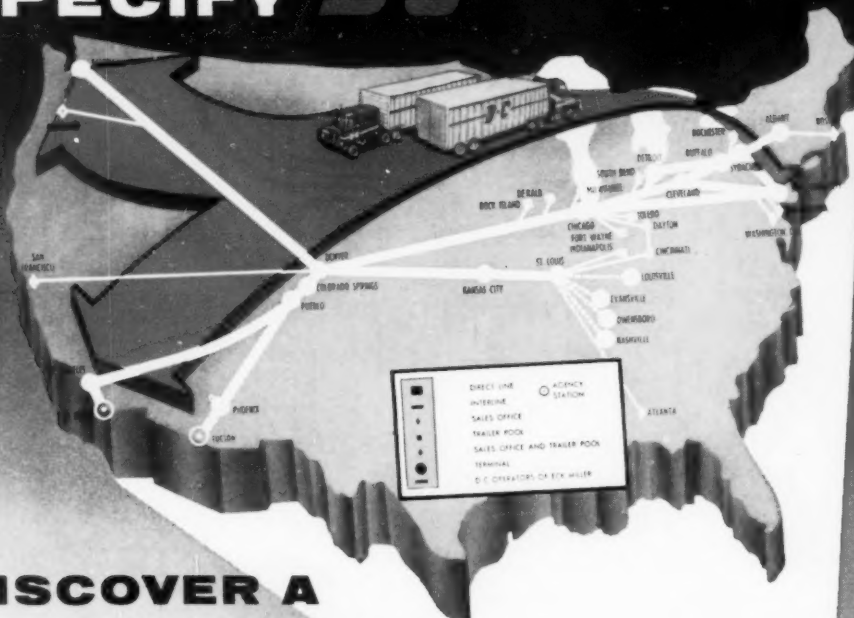


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We know, of course, that transportation charges are based upon the carriers' cost-of-doing-business. And it takes a lot of dollars to move a shipment from origin to destination. Especially those small shipments that require many handlings, much paperwork, much care.

Perhaps in these cost-conscious-days we might do well to step back and ask ourselves "what am I getting for my transportation dollar " We think you'll find that most reliable carriers not only give you your money's worth, but more, lots more.

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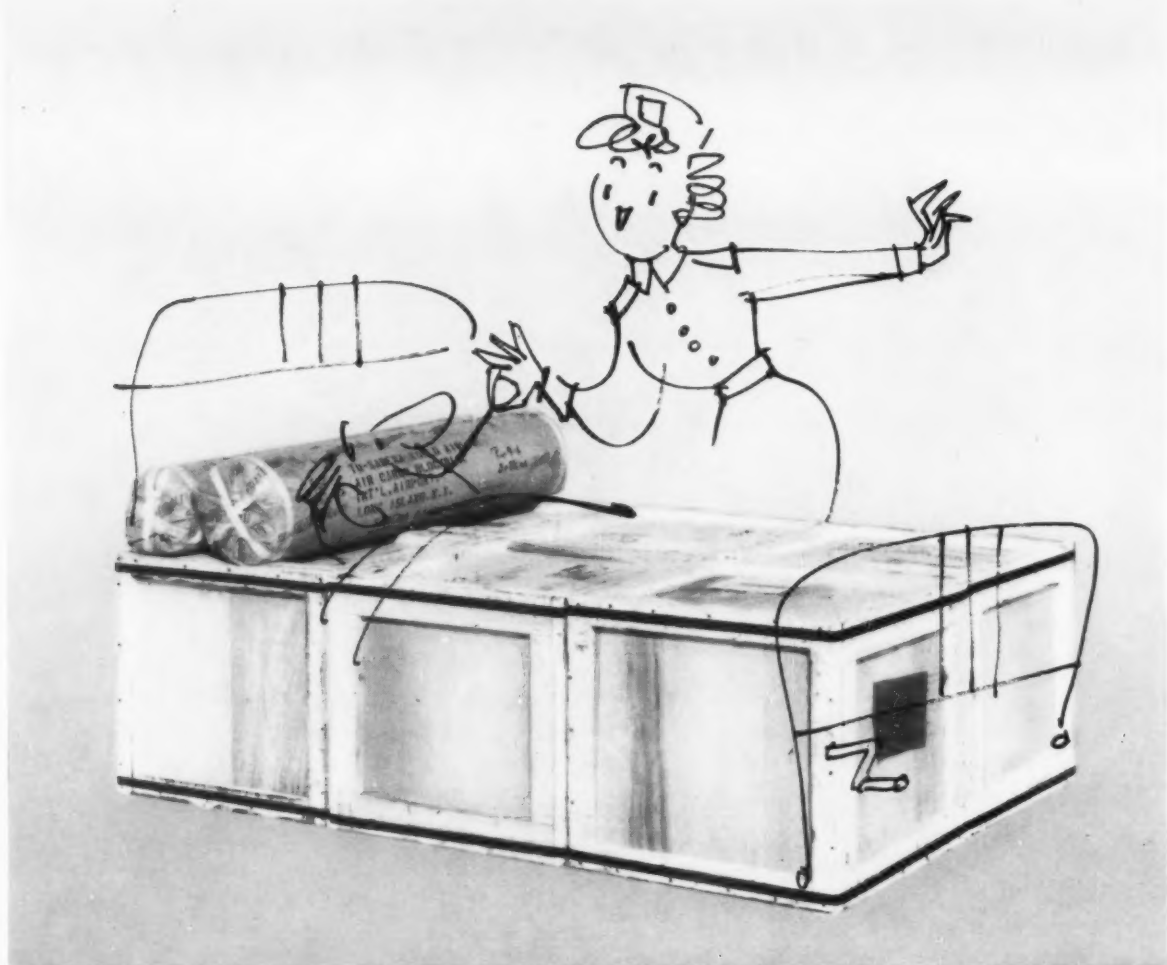
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6

Shipping Management — National Hi-Way Shipper

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Blueprint for better shipping

Hats off to the Western Traffic Conference which recently pointed the way to speedier, more efficient, motor-freight shipping by coming up with a solid blueprint designed to expedite the pickup and delivery of small consignments moving via truck.

Endorsed by the Conference were 12 "recommended procedures" which might well serve as a guide to better over-the-highway transport for all motor-freight users. These include:

1. Providing carriers with a delivery schedule so that they will not be delayed.
2. Setting up a shipping and pickup schedule to expedite the movement of outbound freight.
3. Scheduling some carriers for early pickups — especially when larger shipments are involved.
4. Advising carriers in advance of volume shipments and any special equipment needed.
5. Packing shipments in sizes for easy handling.
6. Marking packages clearly to simplify checking.
7. Assembling shipments for each carrier in one area to speed loading.
8. Providing carriers with clear, complete copies of billing.
9. Having bills ready when the driver calls.
10. Providing good handling equipment and dockplates.
11. Loading shipments in special sequence if carrier requests.
12. Giving the driver a hand when he needs it.

Certainly, it is in the best interests of the nation's motor freight shippers to smooth the flow of inbound and outbound merchandise by eliminating bottlenecks at their own truck docks. Widespread acceptance of the blueprint developed by the Western Traffic Conference could be a vital first step in the right direction — a step leading to faster handling and processing of motor freight, reduced loss and damage, and speedier transport of goods from consignor to consignee.

Publisher

TRAFFIC—PURCHASING TEAM WORK

sparks receiving at Union

"At Union Carbide, a happy & profitable relationship exists between Purchasing and Traffic. We need each other to do a first-class job."

● Close cooperation between Traffic and Purchasing at the Union Carbide Corporation has made the multi-million dollar firm's receiving operation one of the finest in the nation.

As TM F. C. Tighe put it, not long ago: "At Union Carbide, a happy and profitable relationship exists between the members of the Purchasing Department and Traffic. We work well together because we need each other to do a first class job for the Corporation.

"Our Purchasing men never shrug off a transport problem merely by changing the terms of sale or leaving it to the vendor. They come to us on all traffic matters and we give them bushels of rates and rate comparisons. We help them select the proper route and we negotiate classification and rate adjustments when needed.

"Combining the specialized buying knowledge of the Purchasing Department with the transport judgment of the Traffic Department is paying off handsomely. It is expediting the movement of inbound goods, cutting distribution costs, and boosting company profits."

Traffic-Purchasing teamwork, for example, has succeeded in opening up vital new sources of supply for Union Carbide on more than one occasion. A rate adjustment or prompt implementation of a tariff change has lowered the price on freight-equalized purchases. Transit arrangements negotiated by Traffic, moreover, have resulted in lowering the delivery cost of a wide variety of items.

In addition, the inclusion of "specified minimum shipping quantities" in purchase contracts has insured the application of the lowest possible

freight charges on a whole host of inbound products. And a flexible approach to transportation has led to substantial savings on large volume movements.

Cooperation with Purchasing in the movement of inbound merchandise, however, while a key part of TM Tighe's assignment at Union Carbide, is nevertheless only one facet of his distribution duties.

integrated distribution

As at other firms where integrated distribution is the order of the day, Traffic at Union Carbide is active in a variety of corporation activities ranging from the receipt of raw materials to advising on the location of new plant sites.

Reports Mr. Tighe: "The advantages inherent in centralizing important company traffic activities are obvious. For one thing, centralization eliminates duplication and waste. It stabilizes rates and prices, unifies policy, and provides a large measure of control over operations which otherwise might be uncontrollable.

"Under a centralized setup, moreover, traffic management is the responsibility of a group of keenly trained, alert specialists—rather than general practitioners lacking the skill and experience effective traffic-transportation administration requires."

According to TM Tighe, one of the most important tasks performed by his 75-man staff of experts involves rate management and research. "Freight tariffs are probably the most complicated price lists in the world," he points out. "A student, looking at a tariff for the first time, once re-

Carbide

marked that it looked like a telephone book—full of wrong numbers!

"Actually, there is a surprising amount of variance in freight costs. The obvious is seldom true. It takes an expert to locate, sift, and evaluate rates."

Locating, sifting, and evaluating rates, consequently, is a prime assignment of Union Carbide's traffic unit. To this end, the department's Rate Division carefully maintains a file of over 10,000 freight tariffs, which provide up-to-the-minute rate and route data for use by all company sections.

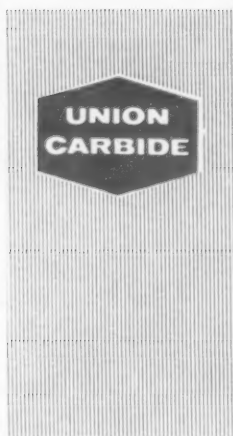
The negotiating of rates, moreover, is also an important traffic job at Union Carbide. Last year Traffic participated in several hundred rate adjustment proceedings—with a huge degree of success.

Still another task performed by the department is the auditing of freight bills. The eagle-eyed unit painstakingly examines virtually every freight bill sent to the corporation and recovers thousands of dollars in overcharge claims annually.

Other facets of Traffic's assignment at Union Carbide include:

- Keeping tabs on the company's car supply, tank car fleet, barges, and tankers.
- Overseeing Union Carbide's warehousing operations.
- Securing adequate transport for raw materials, finished products, and personnel.

Spending over \$100 million a year on transportation alone, TM Tighe and his staff have evolved a tightly knit, highly effective distribution op-



WHAT TRAFFIC DOES:

Oversees \$100 million-a-year transport operation

Maintains file of 10,000 freight tariffs

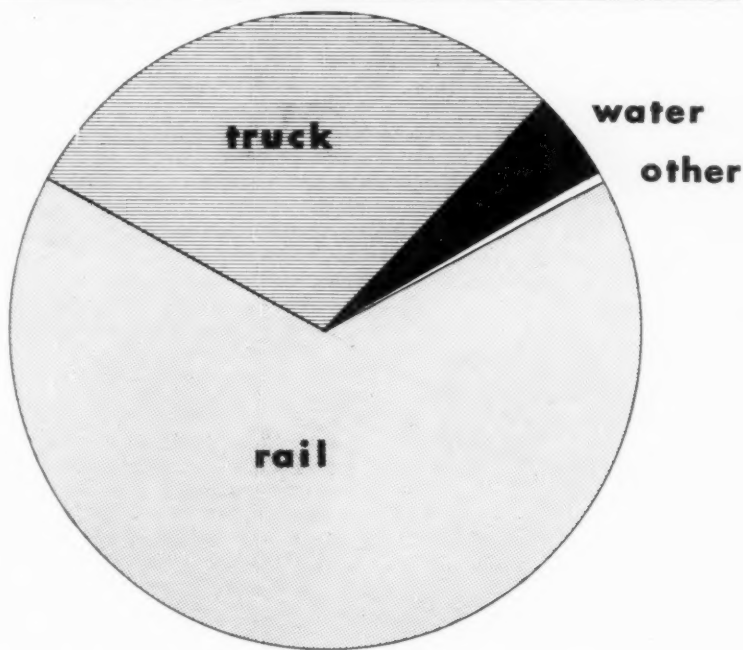
Files claims and collects overcharges

Represents UC in all rate hearings

eration worthy of an industrial giant the size of Union Carbide. And as a keystone of that program, centralized traffic is demonstrating daily that it is the one and only procedure avail-

able today which can provide the forward-looking firm with full value for its traffic-transport dollar and maximum efficiency in its distribution activities.

HOW UNION CARBIDE SHIPS



At Beaven, Equipment Manufacturing:

Versatile fork lifts boost handling

**Flexible mh devices lift available storage
space and provide upped handling economy**

● Versatility! That's what the Equipment Manufacturing Corporation of Detroit was looking for in its materials handling components. And that's precisely what it got in the five heavy-duty fork lift trucks it is currently utilizing in its shipping, receiving, and storage operations.

Each of EMC's flexible lift units is equipped with adjustable forks. Used in the conventional carrying position, they may be employed in a number of loading and unloading tasks or in stacking storage racks holding massive loads of metal tubing in the company's warehousing section.

Converted quickly and easily from this carrying position, however, the forks may be adapted to the handling of steel coils and other open loads. By centering the forks on the lift-truck carriage, a ram attachment is created which is ideal for the handling of coiled materials used in the production of stringer tubes at the plant.

What's more, because of the ease with which their forks may be adjusted, the lift units may be utilized for a wide variety of other handling jobs as well.

In dollars and cents, this is real handling efficiency and economy—economy based squarely on using available equipment to the greatest extent possible.

At Andrews Beaven, Limited, of Christchurch, New Zealand, on the other hand, versatile American-made

handling equipment is also paying big dividends. Keystone of the company's dollar-wise handling program: a lift truck endowed with a giraffe-necked triple-lift mast, plus a rotating roll clamp.

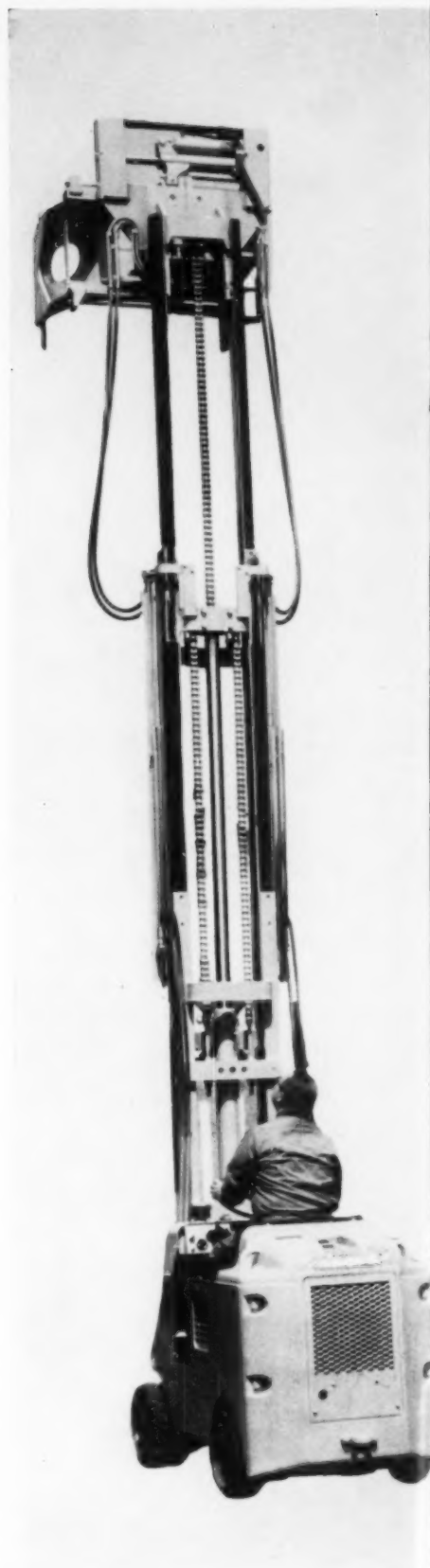
Enabling the firm to make maximum use of its rather limited storage space by stacking paper rolls speedily and securely to heights of up to 20 feet, the lift is so constructed that it permits the rotation of a load in either direction from the vertical or horizontal.

The roll clamp has one hydraulically movable arm, under the constant control of the operator, and one short, fixed, and rigid arm. The highly effective clamp—capable of handling paper rolls ranging from 26" to 42" in diameter—has a capacity of 1800 pounds at a 21" load center, ideal for the wide variety of stacking assignments it is called upon to perform at Andrews Beaven.

weighing dictionary

Scale terms have you confused? A new book announced by the Scale Manufacturers Association may be just what you've been looking for.

Called *Terms and Definitions For The Weighing Industry*, the dictionary contains 1170 meanings peculiar to scales and weighing. It was developed by a special Terminology Committee established by the SMA. Price of the volume: \$1.



POSITIVE

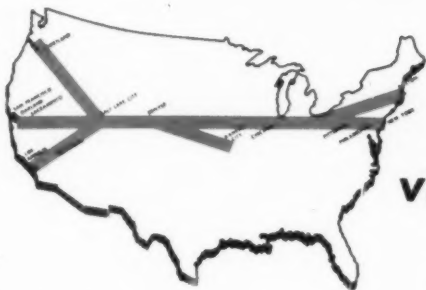
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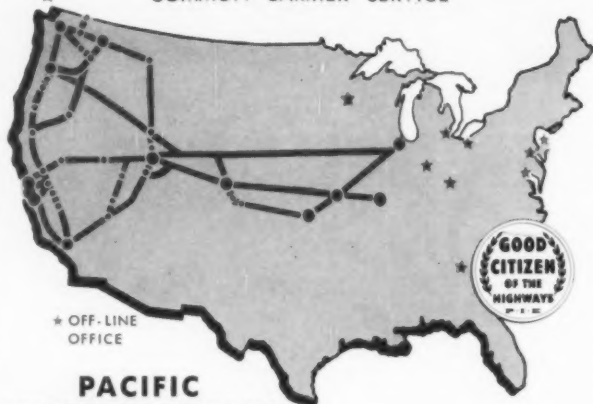
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"home-made" pallet lifts firm's shipping efficiency

A unique, "home-made" expendable pallet is boosting shipping efficiency at the Calaveras Cement Company of San Francisco. Developed by the firm's alert traffic-transportation staff, the five-pound component is made of wood-reinforced corrugated paper board, can hold from 31 to 36 96-pound sacks of cement, and can be safely stacked three high.

Cost-wise, the changeover will increase freight savings and payloads at Calaveras by eliminating more than half a ton of wooden pallet dead-weight on every standard flat-bed haul. Also eliminated will be expenses for pallet repairs and deck breakage due to splinters or protruding nails.



Out to expand its share of the cement market, meanwhile, Calaveras is using its new pallet as a top-notch sales gimmick. The company has announced that it will provide the pallets without charge on all shipments of sack cement—thus freeing purchasers from the necessity of furnishing their own heavy-duty conventional pallets.

The procedure will enable cement dealers to pick up, store, and deliver sack cement without having to purchase or maintain pallets of their own—a situation, Calaveras expects, which will be extremely well received by customers and will be reflected in the manufacturer's skyrocketing sales of sack cement.

A revised edition of its Caribbean Handbook is now available from the Alcoa Steamship Company. The second printing of this booklet includes tables, maps and information on Caribbean export requirements, market opportunities, export financing and other topics of use to shippers.

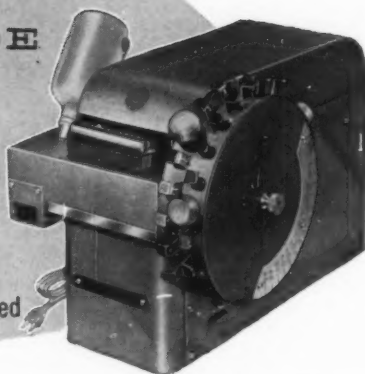
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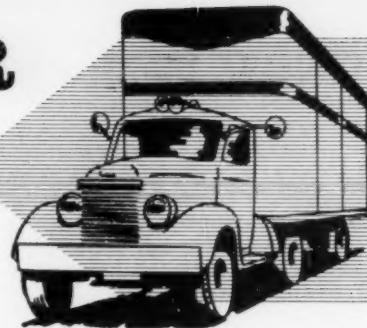
STENCIL MACHINE CO.

108 IOWA AVE.

BELLEVILLE, ILL.

CHECK NO. 11 ON HELP-O-GRAM CARD

VIA MOTOR CARRIER



The drive to facilitate shipping and receiving via motor carrier by developing a standard motor freight bill of lading is gaining momentum. A Tri-Partite Committee of the American Trucking Associations recently adopted a resolution calling for "accelerated investigation of the advantages offered by a standardized combination b/l for use throughout the trucking industry."

Asking that immediate attention be given to the project, the group pointed out that carriers and shippers alike are becoming increasingly interested in slashing distribution paperwork to a minimum. A standardized b/l, the committee emphasized, would be a major step in the right direction and would be extremely well received by everyone involved in over-the-highway transportation.

Expanding its over-the-highway fleet, T.I.M.E. has announced the purchase of 45 new pickup units for delivery early this year. The equipment will boost T.I.M.E.'s road force to well over 1200 vehicles.

Keep a close watch on these key measures affecting motor transportation, recently introduced in Congress.

H.R. 750—Provides for certain cities with a population of 50,000 plus to be connected with the inter-state highway system now under construction.

H.R. 1896—Calls for clarification of the authority of the states in those areas of trucking in which federal influence is exerted.

H.R. 1058—Provides for the promotion of highway safety by aiding the states in their research into accidents and their maintenance of driver-training facilities.

Hoover Motor Express has received final ICC approval covering its purchase of the Indianapolis Forwarding Company of Chicago.

As a result of its acquisition, Hoover has now boosted its over-the-road fleet to 1271 vehicles and its terminal facilities to 26.

Scheduled to open in July, 1959, in New York City: a brand-new, modern Spector-Mid-States terminal. Cost: \$1,500,000. Special features: a mechanized freight handling system to speed up the processing of shipments and a mammoth truck dock accommodating 48 trailers simultaneously . . . The Interstate Motor Freight System has inaugurated regularly scheduled, daily truck departures between its 64 terminals in 26 states.

Moving to improve service and provide highway shippers with faster, more efficient transportation, Ringsby Truck Lines has tightened up on its line-haul operations—through a unique central control board and a new 2700-mile, private-line telephone network.

The advanced central control system connects Ringsby's 13 major terminals from Chicago to Los Angeles with the company's HQ in Denver. It features a high-speed voice communications network and an unusual 8'X30' clear Plexiglass dispatch status board, engineered exclusively for the carrier.

Installed at Ringsby's Denver HQ, the board assures prompt, visual tracking of all the company's tractor-trailer units as they travel over the carrier's 9218 miles of authorized routes. Magnetized plastic tags, colored and silhouetted to represent each piece of line-haul equipment, show the actual status and position of rolling units everywhere.

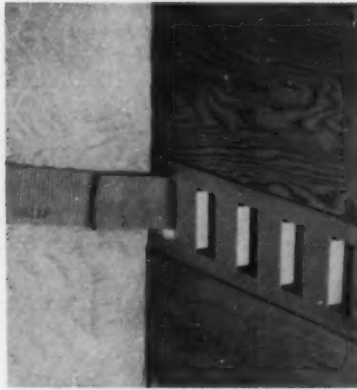
Basically, this is how the new Ringsby system works: each terminal immediately reports—via the voice communication network—to the central dispatcher in Denver whenever the status of a rolling unit changes. The dispatcher then shifts the component's status tag to a new location on the board to reflect the new situation.

Thus, at any given moment, Ringsby HQ knows exactly where its individual vehicles are—a new high in over-the-road operational efficiency.

New truck cargo control system cuts damage



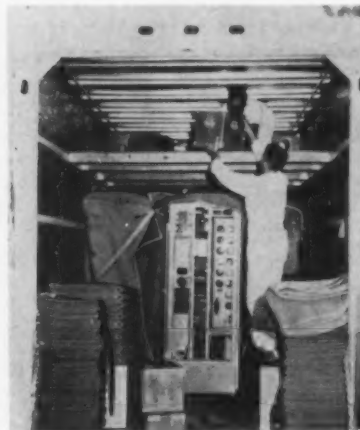
One-hand operation is used to install and remove track fittings. Insertion requires no twisting. To remove: depress and pull out.



Track fittings do not project into van body and track, installed flush to inside wall, does not project into van, steal cargo space.



Two-inch strap assemblies in nylon or cotton with track fittings sewn on each end are used in the new truck cargo-handling system.



Versatility of the track is increased through use of 2 x 4 lumber as second-deck beams. Sockets for beams fit into the track.

The problem: cutting motor freight damage and expediting the handling of over-the-highway consignments. One solution: a "new concept" in truck cargo control, specifically developed to streamline the loading and transportation of merchandise moving via motor carrier.

steel tracks used

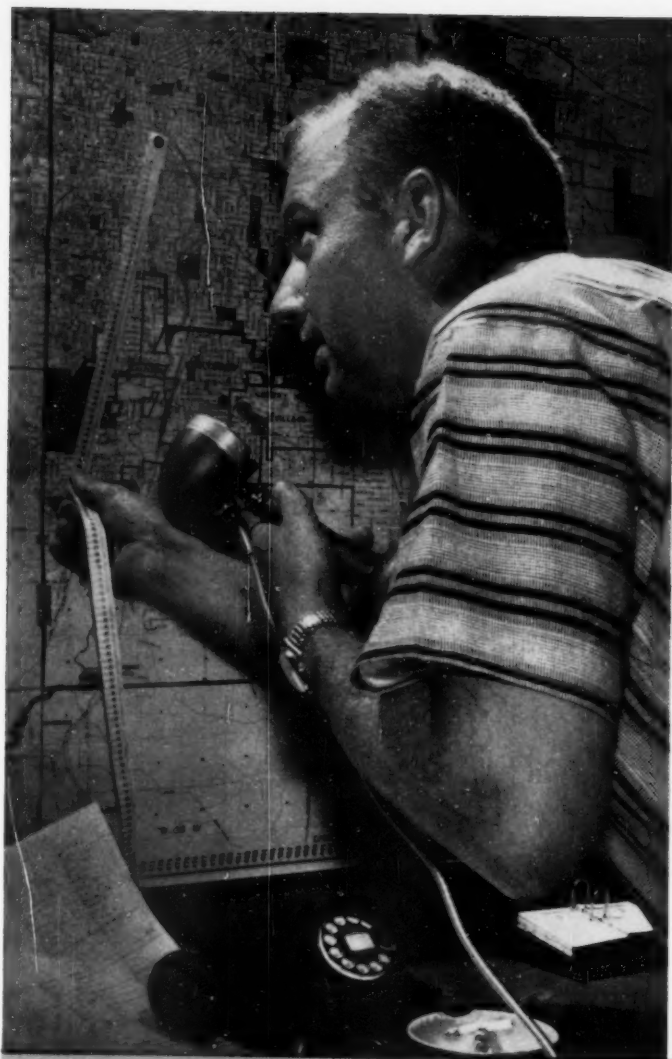
Briefly, the unique system—being hailed as an important advance in damage control—consists of 11-gauge steel tracks installed horizontally in rows along the inside walls of a trailer,

a simple fitting for attaching web-strap assemblies or rope tie-down units to the track, and steel and socket fittings for a wood 2X4 second-deck beam or shoring bar.

Use of the system provides three key advantages. First and foremost, it reduces cargo damage substantially. Second, because of the extremely efficient manner with which its tension locking web straps, fittings, and tracks may be employed, the system cuts loading and unloading time drastically. And finally, by endowing a trailer with a second decking—in effect providing the vehicle with an extra floor—it boosts payload capacity.

Four rows of tracks are installed in this moving van, permitting up to five cargo decks. Drop floor of trailer is leveled by installing second-deck beams on bottom track.





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March, 1959



MOTOR CARRIER DICTA



BY DAVID AXELROD

freight charges

In an application proceeding for a certificate, the motor carrier applicant was admonished to comply with I.C.C. regulations pertaining to the extension of credit to shippers, namely, freight bills for transportation charges should be presented to the shipper within seven days following delivery.

In a recent 1st Circuit Court of Appeals decision, the Court held that Maritime law to the effect that ocean carrier freight charges are not earned unless or until the goods are delivered to destination should apply to land carriage since the law throws upon all carriers the risk of performance.

In short, freight charges are not earned when goods, even though not lost or wholly destroyed, are so badly damaged in transit by the carrier's negligence "that they cannot be delivered in specie".

operating authorities

The Commission, by Division 1, in several recent cases, had occasion to construe the operating authority of various carriers.

In these cases the Commission held that authority to haul "building contractors' materials" includes the right to transport steel woven wire fencing, barbed steel wire, steel fence posts, steel woven wire, poultry netting fencing, steel fence braces, steel nails, steel wire mesh reinforcements, steel staples, plain steel wire and steel clamps; the authority to haul "such commodities as are dealt in by wholesale or retail hardware stores" does not include such commodities as towels, tobacco, telephone sets, sewing machines, blankets, and stationery.

Authority to transport "insecticides and antifreeze compounds" does not include the right to transport the ingredients and component parts of those commodities; the hauling of commodities requiring specialized handling or rigging, because of weight

or size, does not authorize the transportation of prefabricated buildings; and authority to haul "liquid petroleum products" and "petroleum products" does not include the right to transport petroleum and crude oil.

Division 1, in another recent proceeding, reiterated its position that authority to haul oil field equipment, materials and supplies would not cover the transportation of commodities for uses other than in the oil and gas industries.



Finally, Division 1 held that authority to haul heavy machinery and parts thereof encompasses only movements of parts when transported with machinery in connection with which they are to be utilized.

On the other hand, the Commission continued, authority to transport heavy machinery and heavy machinery parts and accessories permits the transportation of both heavy machinery and heavy machinery parts, either separately or together, and, if together, whether or not the parts are constituents of the special machinery being transported.

rates

In a proceeding involving 2,063 motor carriers as respondents, the full Commission on further hearing relieved the respondent haulers of oil-field equipment from maintaining certain prescribed minimum rates on articles in the machinery group—but only when shipments of such articles

were moving between terminal areas.

For movements of such articles from terminal areas to field locations, from field locations to terminal areas, and between field locations, the respondents were required to observe the prescribed rates as minimum rates.

violations

The United States Supreme Court recently held that a partnership (as an entity distinguished from the individual partners) can violate Section 222(a) of the Motor Carrier Act and Section 18 U.S.C. 835 of the Federal Criminal Code.

The violation can occur quite apart from the participation and knowledge of the partners, as individuals. On the other hand, the Court continued, the conviction of a partnership cannot be used to punish the individual partners who might be completely free of personal guilt. As in the case of corporations, the Court said, the conviction of the partnership entity can lead only to a fine levied on the firm's assets.

In a recent 8th Circuit Court of Appeals case, a motor carrier was fined \$3,350.00 for violating I.C.C. regulations pertaining to hours of service and the keeping of drivers' logs. Because the omissions and failures occurred not in a few isolated situations, but in many cases in a comparatively short period of time, it followed there was a conscious disregard of or indifference to performance of a carrier's statutory duty.

leasing

Division 1 recently held that neither a certificated motor common carrier nor the shipper were performing unauthorized operations where the carrier furnished shipper with drivers who operated motor vehicular equipment leased by the shipper from third persons, none of whom, directly or indirectly, were connected with the carrier.



NEWS you can use

roller conveyor system steps up truck loading, unloading

Five minutes! That's all it takes to load or unload an over-the-highway trailer at the Bissell Carpet Sweeper Company.

Bissell's technique: outbound loads are palletized on a double row or roller conveyor at the main plant. When a full truck load has been accumulated at the dock, it is pushed manually into a trailer with a matching roller conveyor permanently mounted to the floor.



Transported to Bissell's warehouse for storage, the carpet sweepers are unloaded just as easily. The trailer lines its roller conveyor up with the warehouse's, the load is pushed out, and a lift truck hauls the incoming merchandise to its final destination.

No fuss, no muss, no wasted time!

facsimile label-addressing speeds outbound shipments

At Branchell, Incorporated—one of the nation's leading plastic dinnerware manufacturers—outbound consignments are labeled with a new ease and efficiency. Reason? The firm's introduction of an up-to-the-minute facsimile label-addressing system.

Under the new procedure a packer now writes the customer's name and address on a stencil, clips the stencil over the pad of a hand printer, and proceeds to address outbound containers at a 40- to 50-per-minute clip.

As a result, Branchell has slashed

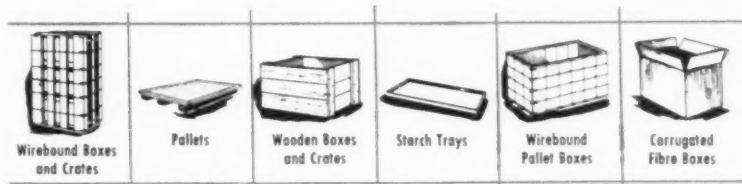
(Continued on page 21)

March, 1959



Wirebound PALLET BOXES

Strong, lightweight, re-usable . . . these are some of the reasons why Superstrong Wirebound Pallet Boxes are being used in ever-increasing quantities. Whether you use them for long or short hauls . . . or even for storage . . . you'll find they effect substantial economies in materials handling of all kinds. How about finding out what these versatile Superstrong containers can do for you? No obligation, of course.



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17

How to expedite ^{Your} motor

The use of heads-up procedures will speed the settlement of your loss and damage claims

● Someone goofed. Your merchandise has not been delivered to the consignee. You've called on the motor carrier involved to trace the shipment. Yet it hasn't turned up.

There's only one thing left to do. You have to file a claim.

But where do you start? How do you expedite the processing of your loss or damage claim?

● At the California Packing Corporation, loss and damage claims are filed by a highly skilled, carefully trained Supervisor For Freight Claims. His system: All data surrounding a given shipment is collected and filed in a safe place until such time as the consignment has been delivered. In the event of loss or damage, the Supervisor thus is able to provide the carrier with an extremely detailed and thoroughly documented report. As a result of its intensive follow-up of shipments, Calpak claims—amounting to between \$600,000 and \$700,000 annually—are settled quickly and with a minimum of confusion.

● The Quaker Oats Company has stepped up the processing of its loss and damage claims by developing a freight claim form tailor-made to its specific needs. Maintaining that the recognized and nationally approved *Standard Claim* is outmoded and contains a good deal of information

duplicating data on its own face, the company's new form is designed to streamline paperwork, provide essential facts and figures in a hurry, and encourage carriers to speed settlements.

Explaining why Quaker Oats made the switch, J. R. Staley, vice president of the company, put it this way: "The *Standard Form* proved to be too expensive and too time consuming to use. For instance, it begins by stating that it is a claim for so many dollars. The total amount claimed, however, appears again at the bottom of the Detailed Statement section. Is there any useful purpose served by this duplication?"

other unnecessary items

"Other information asked for on the *Standard Form*—such as name and address of shipper; shipped from; final destination; and name and address of consignee—are shown on the freight bill. Any real need to recopy it?"

Continuing, Mr. Staley pointed out: "In meeting the requirements of the *Standard Form*, the claim must be supported by the Original Bill of Lading. We discontinued this practice a long time ago. Carrier claim agents, generally speaking, don't work from b/l's but from the freight bill

itself. Thus, we save the trouble of collecting thousands of original bills of lading.

"Furthermore, when the supporting papers clearly indicate the items that were damaged and their prices, we just don't bother to reproduce this info in the space under Detailed Statement. Instead, at the bottom of our form we have a simple indemnity statement agreeing to protect the carrier against any loss stemming from non-surrender of the bill of lading. In addition, we long ago discontinued furnishing certified copies of invoices. At the bottom of our form there is a simple certification that the prices used are the due date destination values."

streamlining saves money

Concluded Mr. Staley: "By streamlining many of the old fashioned claim practices still in use, we have saved a considerable amount in time, money, and paperwork."

As far as the average firm is concerned, however, even without a special form or a large freight claim department, much can still be done by the distribution executive to "push" carrier processing of freight claims. How? Merely by following correct claim filing procedures.

To begin with, in filing any freight claim, he should first gather three key documents: the original bill of lading, the original paid freight bill, and the original invoice.

The bill of lading is an invaluable document. It serves three separate

freight claims

and distinct purposes. A receipt for shipped goods, it is also a contract of carriage and a document of title or ownership. A b/l, moreover, shows the shipper, consignee, point of origin, and final destination. It also lists the number of packages, weight, and commodity breakdown of a given shipment.

The original paid freight bill, on the other hand, is a signed statement showing that freight charges have been paid in full. Why is this important? Simple. A claim cannot be honored unless all freight charges surrounding the shipment involved have been paid.

The original invoice, meanwhile, is proof that the amount of the claim does not exceed the loss and does not include any potential profits.

Utilizing the *Standard Form For Presentation of Loss and Damage Claims*, the distribution executive should then proceed to file his report. Sections to be filled in include: claimant's name and address; carrier; amount and description of consignment; origin, routing, and date of b/l; paid freight bill number and destination; and a detailed analysis of how the amount of the claim was determined.

Remember! When the *Standard Form For Presentation of Loss and Damage Claims* is submitted with all the necessary documentation, claim processing will be speeded up. Remember also that claims must be filed in writing within nine months of delivery (for damage) or within nine months after a reasonable time for delivery has elapsed (for loss).

What's next? Once a claim has been filed, the carrier will acknowledge its receipt and inform the claimant

The Quaker Oats Company's "short" cargo claim form.

The Quaker Oats Company
Merchandise Mart Plaza - Chicago 54, Illinois

Loss and Damage Claim Number _____ Filed With _____ JOURNAL

☐ AGAY ☐ COW ☐ FEO ☐ MKT-T ☐ PRB ☐ SOU
☐ ATSEP ☐ CRISLAT ☐ GFI ☐ HEPAC ☐ PALE ☐ SPAS
☐ ACL ☐ CANW ☐ GMAO ☐ NCARD ☐ READING ☐ TAVO
☐ BAO ☐ CRATC ☐ IC ☐ NYC ☐ SLSP ☐ TAP
☐ BAK ☐ CRAP ☐ RCE ☐ SYDIAH ☐ SLAPAT ☐ UP
☐ CBO ☐ DLAW ☐ LV ☐ NP ☐ STSLW ☐ VGN R.
☐ CRAQ ☐ DARGW ☐ LAN ☐ HAW ☐ SAL ☐ WAB
☐ GAGA ☐ ERIE ☐ MKT ☐ PE ☐ SP ☐ WCFAN

☐ (State of carrier) () Damaged and Refused at () (Type of point)
 () Loss Amount Damage at ()
 () Shortage at () (Type of destination)

HOW AMOUNT CLAIMED IS DETERMINED

The Quaker Oats Company agrees to protect the carrier and its connections against any loss resulting from non-recovery of original freight bill or bill of lading, or both.

Remarks _____

B - C - F - I - L - M - P - S

Weight _____

Type of Damage _____

Code _____

DATE THE BILL WAS _____

The Standard Form used by most firms today.

STANDARD FORM FOR PRESENTATION OF LOSS OR DAMAGE CLAIMS

Approved by
THE INTERSTATE COMMERCE COMMISSION
THE NATIONAL INDUSTRIAL TRADING LEAGUE
THE FREIGHT CLAIM ASSOCIATION

(State of origin or place of receipt) _____ (Address of claimant) _____
 (Name of carrier) _____ (City) _____

This claim for _____ is made against the carrier named above in
 its _____ in connection with the following described shipment: _____

Through bill of lading _____
 Name and address of consignee (if any) _____
 Shipped from _____ To _____
 First destination _____ Second destination _____
 Bill of Lading number _____ Car, Date of Bill of Lading _____
 Paid Freight Bill (Paid Number) _____ Original Car Number and Seal _____
 Name and address of consignee (if known, shipped bill) _____
 If amount assigned amount, value percentage _____

DETAILED STATEMENT SHOWING HOW AMOUNT CLAIMED IS DETERMINED
 (Number and description of articles, amount and extent of loss or damage, amount paid or payable, amount of claim, etc.)

IN ADDITION TO THE INFORMATION GIVEN ABOVE, THE FOLLOWING DOCUMENTS ARE SUBMITTED IN SUPPORT OF THIS CLAIM:

1. Original bill of lading or other document submitted to carrier.
 2. Original paid freight bill.
 3. Original bill of lading or other document submitted to carrier.
 4. Other documents submitted in support of loss or damage claim.

Remarks _____

The foregoing statement of facts is hereby certified to be correct.

(Signature of claimant)

Claimant shall attach to each claim a number, starting with the number shown at the upper right hand corner of this form. Claimant shall attach to each claim a number, starting with the number shown at the upper right hand corner of this form. Claimant shall attach to each claim a number, starting with the number shown at the upper right hand corner of this form. Claimant shall attach to each claim a number, starting with the number shown at the upper right hand corner of this form.

ATTENTION... MOTOR TRANSPORT EXECUTIVES!



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

the Dazzling **DUNES** HOTEL & CASINO LAS VEGAS' MOST LAVISH RESORT

INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages **TOP PRIORITY** "Every Motor Transport Executive will get **PERSONAL ATTENTION** and **'RED CARPET TREATMENT'** all the way!" says the "Major"



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of the number assigned to it by the carrier's claim department. In the future, whenever the distribution executive refers to the claim he can simplify matters by using the assigned number.

The wheels then begin to turn. The motor carrier, by law, is required to investigate each claim thoroughly before payment. Most truck lines, of course, do this as quickly as possible. If the claim is valid, it is settled. If there has been an error in filing, the distribution executive is notified and the situation remedied.

In either event, the vast majority of carriers like to wipe the slate clean as rapidly as they can. Your close attention to claim details, understanding of filing procedures, and close cooperation with the carrier, therefore, will serve to expedite the whole procedure and pave the way to faster, more satisfactory settlement of your outstanding loss and damage claims.

mobile bins floor handling and warehousing expenses

Mobile corrugated metal bins have cut handling and warehousing expenditures at the Colson Corporation's new Jonesboro, Arkansas, plant. Containing a vast assortment of parts needed in the manufacture of the 12,000 types of casters produced by the firm, the bins are stacked four high on iron storage racks. Placing them in position and removing them from the storage area with fork lift trucks is a cinch.



Another advantage of the mobile corrugated metal bins: more effective inventory control. Parts are now produced in economical lots, placed in the bins, stacked, and racked for future use. The system also lends itself to efficient, controlled, stock picking.



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NEWEST - FASTEST! **STENCILING METHOD**

UNIVERSAL
ROLL-A-STENCIL
TRADE MARK



- **THREE TIMES FASTER** than brushing or spraying for production stenciling of cartons and boxes.
 - **MOST ECONOMICAL ROLLER METHOD.** ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
 - **PATENTED TWIN ROLLER DESIGN** gives neat as print stenciled impressions in one fast stroke.
 - **30 SECONDS TO INK** special self contained ink roller. One inking lasts up to 1000 stenciled impressions.
- ROLL-A-STENCIL is a proven dependable product . . . **WRITE FOR COMPLETE INFORMATION.**

UNIVERSAL FOUNTAIN BRUSH CO.
ST. PETERSBURG, FLORIDA
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News You Can Use

(Continued from page 17)

multiple carton-addressing time by 40 percent. Shipping errors have also been cut significantly, since only one stencil is needed for each order, instead of the quantity of labels required previously.

What's more, three costly and time-consuming hand operations—typing, pasting, and waterproofing labels—have also gone by the boards, adding substantially to the speed and economy with which Branchell now labels its merchandise for shipment.

protective film packaging cuts transport costs by 50%

Wrapping its large accounting machines in a protective film made of polyethylene, the National Cash Register Company of Dayton, Ohio, has reduced its transport costs by a staggering 50 percent.



Prior to its utilization of the film as an interior packaging, the concern relied heavily on a tongue and groove box for shipping its heavier office device. The film bag, however, has made it feasible to switch to lighter, more economical wirebound components. Result: a substantial decline in shipping weight and a mammoth reduction in packing expenditures.

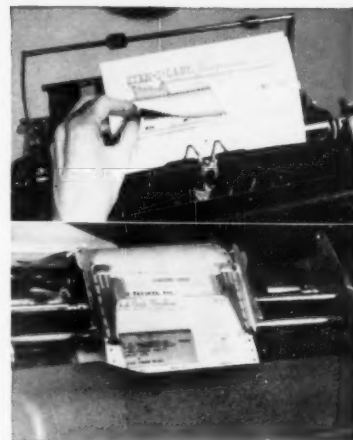
In addition to its cost-cutting achievements, the polyethylene film wrapping has proven to be a highly effective protection against dust—a dangerous enemy of accounting equipment embodying thousands of complex and extremely delicate parts.

Available to distribution executives from Interstate Motor Lines is a new, comprehensive, 116-page routing directory containing six detailed operational maps depicting the carrier's far-flung routes, 17 city commercial zone maps, and other trucking data.

An easy way to MAKE IMPORTANT SAVINGS on multiple shipping

Savings of \$5,000, \$10,000, \$15,000
a year are now being made by
regular Sten-C-Labl* users

If you regularly address 5 or more cartons per shipment you can make important savings and avoid costly errors by addressing your multiple shipments with Sten-C-Labls.



—Here is how it's done:

As a by-product of office procedure

You can prepare Sten-C-Labls at the same time as your invoice, order, bill of lading or shipping papers—whatever your procedure or equipment—manual or electric typewriters, electric billing or accounting machines, slave machines or various IDP systems.

Imprinting direct to PANL-LABL on carton

Your shipping department makes unlimited impressions with Sten-C-Labl Applicator direct to PANL-LABL printed on carton at no extra cost. Eliminates expensive, time-consuming gummed labels. All addressing errors, mis-shipments and repetitive writing are avoided.

THERE'S A STEN-C-LABL* TO FIT EVERY MULTIPLE SHIPPING NEED

These three basic styles are available in a large number of different sizes as well as in continuous forms for separate writing.



Blank STEN-C-LABL to imprint on gummed labels, tags or PANL-LABLS.



Stock "Ship To" STEN-C-LABLS direct to carton—no gummed labels.



Special die-impressed STEN-C-LABL includes your name and address—direct to carton.

You might be shocked . . .

. . . to find how antiquated and out-dated your present method of addressing multiple shipments actually is. Old style addressing methods don't fit with modern streamlined production. Five minutes of your time in checking your multiple shipping procedures may save you thousands of dollars.

FREE BROCHURE gives full details!



STEN-C-LABL, Inc.

SM-3, 1821 University Avenue, St. Paul 4, Minn.

Please send me FREE Brochure on saving with STEN-C-LABLS

Name _____
Company _____
Address _____
City _____ State _____

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THERE ARE
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marking,
stamping and
stencilling
devices and
inks for
every pur-
pose. Job-
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kits and
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"Capac"
automatic
self-filling,
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Speedry
"CAPAC"
BRUSHPENS
INSTANT-DRY
WATERPROOF
FOR ANY SURFACE



Speedry
INK-O-MAT
keeps your Speedry
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filled and ready to use!

For the high speed handling of heavy traffic, addressing bundles, packages, crates and containers, Speedry marking devices are the answer to maximum efficiency at lowest cost. Only Speedry products are designed and patented to give complete convenience and best performance consistently free from work-stopping trouble or fuss. That's a guarantee only Speedry can make!

Specify THE ECONOMICAL BEST...
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methods and handling. Write:
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22

switch to air cargo padlocks company's warehouses cuts distribution costs, expedites consignments

The Burroughs Corporation is sold on air cargo—and with good reason! Prior to its adoption of sky freight as a prime means of transporting its business machines and electronic devices, the firm depended heavily for effective distribution on a far-flung, extremely costly regional warehousing system.

A detailed analysis covering the costs involved in shipping through these storage centers, as opposed to shipping directly to Burroughs branch sales offices, however, changed all that. It indicated that the overall distribution expenditure involved in using warehouses was 48.3 percent higher than shipping directly to branch offices.

Uncovered by the survey were two reasons for the enormous difference. First, shipping to warehouses and re-shipping to branch offices required four terminal handlings, as compared with the two needed in moving consignments directly to sales centers. Secondly, many branch offices maintained by the company were not in a direct line with Burroughs' HQ in Detroit. Result: frequent and costly

backhauling of freight from warehouses to branches.

Deciding to test a distribution setup revolving on air freight, instead of extensive warehousing, Burroughs dropped a storage center in Philadelphia. So successful was the experiment, however, that late in '56 the firm went all the way, padlocking warehouses everywhere.

Today, as a consequence, less than 1 percent of all of Burroughs' total outbound tonnage moves through storage facilities, as compared with more than 50 percent in '56—a factor which has cut distribution costs drastically and made overnight Detroit-to-branches delivery the order of the day at the Burroughs Corporation.

slide rule available free to canned goods shippers

A unique slide rule, designed to ease the planning of boxcar load heights, is available free from the Union Pacific Railroad to shippers of canned goods and similarly packed products.

... for more smiles of service
call on



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Shipping Management — National Hi-Way Shipper

She left New York this morning...



Luxury passenger planes like this usually carry at least 3500 kilos of BOAC's "rush" air cargo.

Arriving San Francisco tonight. She'll be in Tokyo in 36 hours



Provided, that is, that you've shipped it on BOAC's new service to the Orient. The first jet-prop Britannia on this new* route leaves New York on April 1st.

First great advantage the new jet service gives you is that your cargo clears customs in New York! It is bonded right through to its destination. There are *no* additional customs inspections en route. (Cargo loaded at San Francisco or Honolulu is, of course, cleared through customs in these cities.)

Second advantage is that your cargo remains on the *same* plane all along the route; right from New York, through San Francisco, Honolulu, and Tokyo, to Hong Kong. At no point is your cargo disturbed, off-loaded, or transhipped, before it reaches its destination.

The announcement of the new BOAC jet service from New York, through San Francisco, to the Orient will doubtless have many importers, exporters and shippers wondering *how* they can best take

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March, 1959

advantage of it. If you would like to receive full, detailed, factual information about this new service, or any other aspect of BOAC world-wide Air Cargo Service, please send in the coupon below.

** Effective April 1st subject to Government approval.*

B·O·A·C TAKES GOOD CARE OF YOUR CARGO
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Company

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LISTEN, MR. TRAFFIC MANAGER

The enormous amount of publicity and actual effort being put into piggy-back is undoubtedly well worth the effort, but by the same token tends to cause considerable confusion and doubt in the minds of some traffic personnel.

I am sure that all those persons who have seen the physical aspects of piggy-back cannot help but come away completely impressed with its simplicity and the feeling that terrific advance has been registered in transportation. At first glance the reaction

is usually so favorable toward piggy-back that a traffic manager might be trapped into immediately using that mode of transportation without looking into the actual facts and the mathematics involved in such a step.

As far as the motor carrier's use of piggy-back is concerned, there is very little with which a traffic manager is concerned. Whether or not a trucking concern moves the shipper's material by piggy-back or over the road doesn't concern the traffic manager, providing his rate is protected and the service equal or better. However, it is when a concern starts to consider the possibility of piggy-back in connection with a direct railroad movement, that the picture becomes fuzzy and requires painstaking analysis.

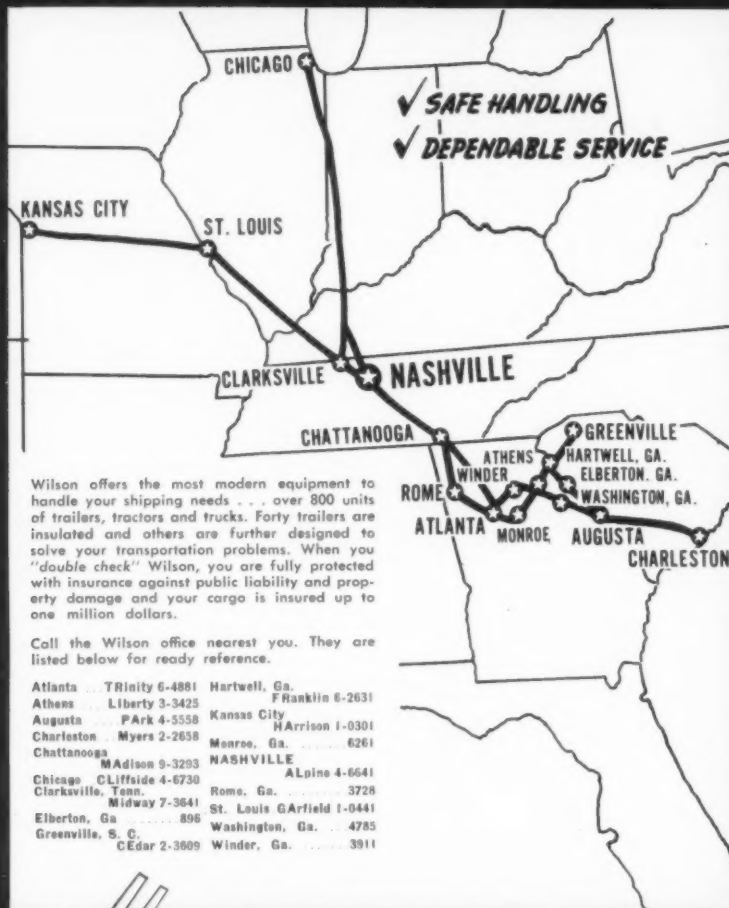
piggy-back trap

For example, a manufacturer considering a new location and warehousing site might well become so enthused over the piggy-back service that he might locate his plant away from a possible rail-siding. In recent discussions with traffic personnel regarding the merits of piggy-back, rail-siding, truck moves, we found that the trap is an easy one to fall into. Each set of figures given—that is, figures relating to tonnage moves in and out of a given area—can reflect a different trend insofar as the location of a rail-siding is concerned.

Therefore, we would caution any company relocating or putting in new distribution facilities to thoroughly analyze their tonnage requirements for the present and future up to a minimum of ten years before a decision is made.

In a study which we have just concluded, we found that a level of business, let's say equivalent to 1958, would preclude putting in a rail-siding and, in most instances, would mean that shipments would be made strictly by truck. However, as a projected increase in tonnage is drawn there comes a point where a combination of truck and piggy-back is most desirable. If our figuring stopped at that point, we then would find ourselves locating in an area which might preclude any future use for rail-siding. However, by projecting

As a double check...ship **WILSON**



General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

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up into the five and ten year future, we found that tonnage figures indicated a much greater saving by use of a rail-siding than over any other means.

The warning, then, is to seriously consider future requirements and commitments before precluding a rail-siding from planning.

Even current users of rail-sidings together with piggy-back moves should thoroughly analyze their handling costs because, in many instances, the labor required to load and unload freight cars contributes a great deal to the total cost of transporting the freight. In the case of piggy-back the labor is supplied and thus eliminates this overhead cost.

In effect, each concern should thoroughly analyze its own transportation cost in relation to the product which it is shipping before a firm decision can be made one way or the other. Similarly, a wise traffic manager, will take into consideration the possible rate changes which might be effected in a piggy-back move in the future. At the present time, tariff restrictions tend to place piggy-back in competition with truck service, but considerably higher than actual car-load movements. This situation might well change once piggy-back service is firmly entrenched.

Another consideration should be the availability of piggy-back service on other rail lines, and the availability of equipment to handle it at point of destination.

The conclusions reached by most of us are that it is best to "play safe" and wherever possible try to locate where a rail-siding can be conveniently put in, providing estimates of future tonnage warrant it. What is future tonnage? We would guess that a minimum move of one carload a week might well justify putting in a siding.

In any event, piggy-back is a new tool with which astute traffic management might well bring about economies in their operations. Certainly it cannot be overlooked. But by the same token warning should be given that it can be a highly glamorized operation, in some instances, with benefits not equal to the publicity given to it.

Integrated packaging and handling. That's the subject of a new and vital report announced recently by the American Management Association. The AMA reference work presents three highly useful studies covering the effective control of material movement through planned and engineered packaging and mh systems.



**Get a hold of yourself Murray . . . she's
stuck on RED STREAK TAPE!**

. . . Gobs of shippers are, too. They like the way RED STREAK Sealing Tapes stick, hold fast and seal out dust, dirt and moisture. If you've been torpedoed by a taping problem, put into our port. Our technicians will be happy to put you back into business ship-shape. Send up a flag for samples . . . either way you're bound to benefit — without obligation.

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By **RICHARD C. COLTON**
Vice President, Lykes Brothers Company, Inc.

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A Modern Industry Handbook

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INTIMATE

notes

...OF EMINENT PEOPLE

BY CURTIS C. STEWART

An item of interest to everyone, the U. S. Trucking industry during the year of 1958 paid a federal, state and local government tax bill in excess of 2-1/2 billion dollars. Jimmy Nichols, Executive Director, INDIANA MOTOR CARRIERS ASSN. tells us that the boys of the Hoosier state picked up part of this bill at the rate of \$1,437,923 bux per week . . . **EDWIN (BRADY R.)** appointed Assistant Executive Director, REGULAR COMMON CARRIER CONFERENCE hdq. Washington . . . **EDWARDS (DEMPSEY)** appointed

Terminal Manager **KNAUS TRUCK LINES** hdq. Chicago . . . **COBURN (HUGH)** Executive V-P **YELLOW TRANSIT** saunters past his 52nd milestone with hardly a glance at his Brown County farm . . . **CORNELIUS (TOM H.)** appointed southern division Sales Manager **LEE-WAY MOTOR FREIGHT** hdq. Houston . . . **MITCHELL (WM. G.)** EASTERN EXPRESS sales exec walks around that golf course in a 72-76 . . . **CANTY (SHERMAN H.)** named Secretary **ILLINOIS COMMERCE COMMISSION** hdq. Springfield . . . **BATES (THOMAS M.)** appointed central field representative **ALI-ED VAN LINES** hdq. Chicago . . . **FINK (GEOFFREY B.)** appointed Traffic Manager **DOW CHEMICAL COMPANY** western division hdq. Pittsburgh, California . . . **COSGRAY (HAROLD H.)** appointed District Sales Manager **MID-CONTINENT FREIGHT LINES** hdq. Dallas . . . **MASKILL (WM. G.)** picks up prexyship **TRANSPORTATION CLUB OF KANSAS CITY** . . . **STURGEON (CHAS. H.)** named Traffic Manager **B. F. GOODRICH COMPANY** hdq. Akron . . . **JEISEL (JACOB)** appointed Terminal Manager **BURNSIDE MOTOR FREIGHT LINES** hdq. South Bend . . . **ROSS (ARTHUR)** appointed General Manager **ATHERTON TRANSFER AND STORAGE COMPANY** hdq. Wichita . . . **RAYMOND (LEONARD)** SOCONY MO-BIL OIL exec picks up prexyship **SOCIETY AUTOMOTIVE ENGINEERS** . . . And now a note of interest to the Toledo, Ohio shippers. **SPECTOR FREIGHT SYSTEM** has opened a new and modern terminal in that city . . . **JOHNSON (G. B.)** appointed Vice President Director of Sales **JOYCE BROS. STORAGE & VAN** hdq. Chicago . . . **FOWLER (NORMAN)** appointed Assistant General Traffic Manager **LIPTON TEA COMPANY** hdq. Hoboken . . .

YOUNG (L. D.) picks up prexyship **MEMPHIS TRANSPORT CLUB** . . . **EMERY (M. M.)** appointed Executive Assistant **NORWALK TRUCK LINES** hdq. Norwalk . . . **TAYLOR (GORDON D.)** joins sales staff **INTERSTATE MOTOR FREIGHT SYSTEM** hdq. Cleveland . . . **MARGOLIN (EDWARD)** named Director **BUREAU OF TRANSPORT ECONOMICS AND STATISTICS, EYE-SEESEE** . . . **MULCAHY (B. J.)** joins sales staff P.I.E. hdq. Kansas City . . . **SAUTHERELL (KENNETH J.)** has been named General Traffic Manager **SHERWIN - WILLIAMS COMPANY** hdq. Cleveland . . . **LUCAS (F. P.)** appointed Special Assistant to the President P.I.E. hdq. Oakland . . . On June 22, 1958, 67,402 motor vehicles crossed the Golden Gate Bridge in San Francisco. That not only indicates the importance of the bridge, but of motor transportation in itself . . . A note on safety. **EASTERN EXPRESS** hdq. Terre Haute rose up 126 million miles without a chargeable accident. **FOWLER (CLARENCE)** was appointed Director of Sales **INDIANAPOLIS-KANSAS CITY MOTOR EXPRESS** hdq. Kansas City . . . **BAUER (DONALD K.)** joins sales staff **MOTOR CARGO, INC.** hdq. Chicago . . . **McCORMACK (JOHN M.)** elevated to District Sales Manager **INTERSTATE MOTOR LINES** hdq. Chicago . . . **SCHAUBEL (EARL, JR.)** joins sales staff **GARRICK FREIGHT LINES** hdq. Portland . . . **SONSTEIN (M. L.)** appointed Director package express sales **WESTERN GREYHOUND LINES** hdq. San Francisco . . . **THOMAS (C. R.)** joins sales staff P.I.E. hdq. Portland . . . **SLATER (ELLIS D.)** named Board Chairman **EMERY AIR FREIGHT** hdq. New York . . . **HICKEY (D. J.)** appointed Traffic Manager **CHEM-CARGO CORPORATION** hdq. Kansas City . . .

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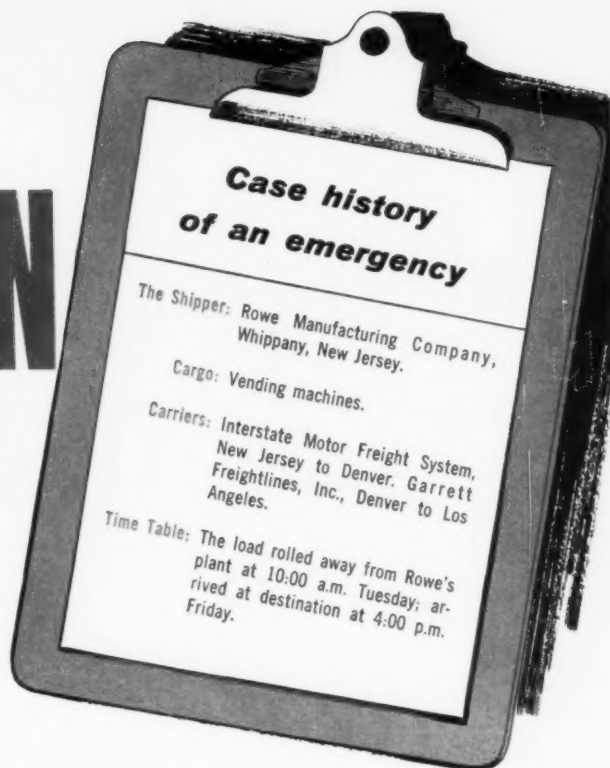
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When the chips are down and you urgently need exceptionally fast service, you can get it from Interstate System just like Rowe Manufacturing did. Here's how that traffic was handled:

As the shipment left Rowe's plant, Interstate's long-line private telephones were humming, arranging for power changes at Bedford, Pa., Norwalk, Ohio and Chicago.

Rowe's load went through the Chicago gateway without delay — in and out of the city in less than four hours.

While the shipment sped across the plains, Garrett Freightlines, Interstate's West Coast carrier, was alerted. The interchange was made smoothly at Denver, and the shipment sailed through the mountains to Los Angeles.

FOR YOU, TOO: For swift, safe, dependable service to big cities and small towns — either coast-to-coast or short distance — use Interstate System.

Your local Interstate System man is listed in the Yellow Pages. Give him a call!

Three reasons why Interstate moves so fast!



IN AND OUT OF CHICAGO IN LESS THAN 4 HOURS. Interstate System's new terminal at Cicero, Ill., eliminates metropolitan bottlenecks. Departures can be scheduled at least every 4 hours.

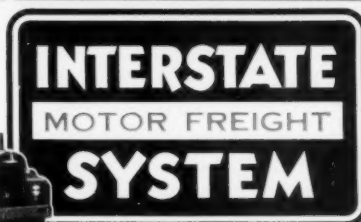


MODERN EQUIPMENT. Up-to-date rolling stock like this new 40-foot trailer and diesel tractor are in service throughout the Interstate System.



FULL-TIME TRANSPORTATION CONTROL. Private long-line telephone circuits maintain 24-hour contact with all terminals in the system, enabling dispatchers to pinpoint shipments in minutes.

MORE THAN A TRUCK LINE...
A TRANSPORTATION SYSTEM



GRAND RAPIDS, MICHIGAN

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March, 1959

Racking system

Permanent pallet racks, gravity-feed bins, and portable pallet stacking frames add up to a tautly run storage operation at one of America's leading hard goods wholesalers.



Racking equipment serves as a container for these hard-to-stack hand cultivators.



Handling is cut by unloading goods into rack.

● What's the best racking system for a warehouse handling thousands of items, from fragile toys to bulky furniture, especially when every item must be accessible for filling orders from one of a kind to gross lots?

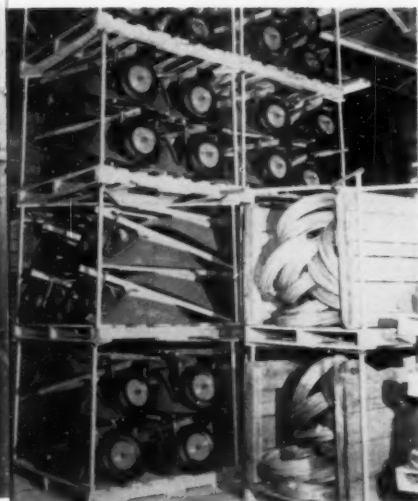
Coast-to-Coast Stores Central Organization, one of the nation's leading hard goods wholesalers, says the best system is a combination of several.

Two major problems had to be considered in planning the firm's new warehouse on an 11-acre site outside Minneapolis. First, a variety of items had to be stocked, and every item had to be accessible for instant order-filling. Then, secondly, proper racking had to be chosen for each of the warehouse's three major sections—reserve stock, order-picking and shipping-and-make-ready. It was especially important to be able to move irregularly shaped or crushable items from place to place and store them efficiently.

The combination that solved the problem? Permanent pallet racks, gravity-feed bins and portable pallet-stacking frames.

The breakdown on usage goes like

spurs warehousing at Coast-to-Coast



Wheelbarrows are stacked four pallets high.



Racks assure secure storage for steel goods.



"X-Brace" rack design permits fast tire stacking.

this. Permanent pallet racks handle standard-sized carton goods that are sold year-round. Gravity-feed bins stock small items usually sold in broken-carton lots.

The versatile, portable, pallet-stacking frames are used throughout the warehouse for many jobs.

aisle space reduced

"These racks allow us to bulk-store pallet loads of crushable and hard-to-stack items," says Martin Ucko, warehouse manager, pointing out that this enables his men to cut down on aisle space and use every available foot of floor and air space. The new warehouse is already taxed to capacity because of the firm's growth, so space economy is essential.

Another advantage of the pallet-stacking frames is their use as containers for irregularly shaped items, common to a hardware warehouse. Flexibility to meet seasonal demands is also provided by the frames. In season, they stack popular items. When the season's over, down they come, with the merchandise on them,

and are moved to reserve stock areas by fork-lift truck, making room for incoming goods.

The racking system got its baptism of fire on moving day, when Coast-to-Coast transferred goods to its new warehouse. As soon as goods arrived, they were unloaded directly onto the portable pallet-stacking frames and moved to their assigned areas for stacking.

Bulk stacking is the most important consideration in the reserve stock areas. The portable pallet-stacking frames snap directly onto the pallets, so the racking for this area is positioned as the merchandise itself is stacked—two jobs killed with one fork lift truck, you might say. The truck doesn't have to work around any stationary racks, so any pattern of storage can be set up at any time. One man with a fork lift truck can change the pattern, if need be. A stationary rack system would require several men, working for a couple of hours, to make the same change.

Solid stowage, which saves aisle space, is practical here, because a man with a truck can get to interior pallets or racks quickly.

In order-picking areas, the racking system must cope with oddly shaped items, prevent crushable goods being damaged, and still allow quick selection from the lower pallets.

Again the portable pallet-stacking system fills the bill. Racks hold anything from one tier of wheelbarrows to dozens of tiers of auto tires. In addition, they serve as containers for awkwardly shaped items, protect crushable goods and, because they have no sides, allow quick selection.

Double duty is prescribed for the portable pallet-stacking racks in the shipping-and-make-ready area.

odd-shaped objects

When oddly shaped items like hand cultivators, pails, rakes, fence posts or brooms arrive by carrier, they are loaded directly from the truck or freight car onto the racks and moved off to reserve stock or order-picking areas without further handling.

When this merchandise is brought back to the shipping area for order-filling, new rows of racks, sometimes

four pallets high, are started on the spot near the shipping tables from which the specific orders are to be filled.

The important thing to remember: hand loading and unloading, carrying boxes and stacking bins are completely eliminated. All transporting and stacking is done by fork lift truck.

The portable pallet-stacking frame that received the goods at the truck dock carried them to storage, supported and protected them there, carried them back to the shipping area and supported them again before the orders left the warehouse.

How many handlings were saved?
How many times would the goods be man-handled in YOUR facility?

new booklet explores basics of corrugated printing

Newest addition to Hinde and Dauch's Little Packaging Library Series is a fact-packed booklet entitled, *How To Use Printing In Corrugated*. The new pamphlet explores all phases of corrugated printing, from the basic box design through the selection of corrugated board, background, copy, illustration, number of colors, and choice of typography.

... traffic news ...

C. F. Zeman has been named traffic manager at Kelvinator's Grand Rapids plant . . . New director of commercial sales at American Airlines is R. E. Baker . . . A. S. Glikbarg, president of Pacific Intermountain Express, has announced the appointment of F. P. Lucas as his

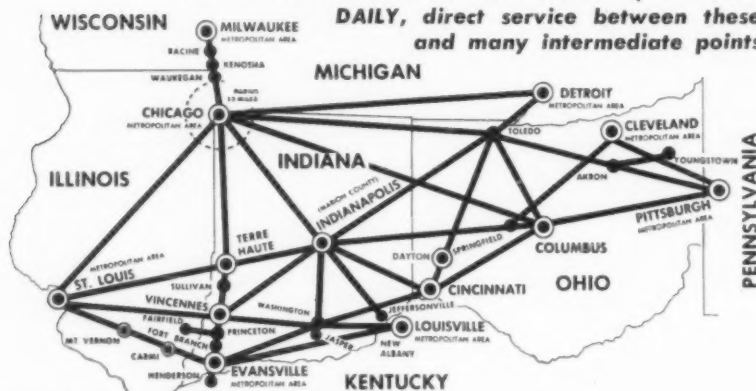


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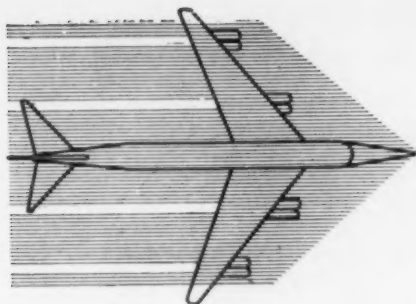
special assistant . . . J. S. Ruscetta, general traffic manager at Spector Mid-States, has been elected to the board of directors of the National Motor Freight Traffic Association.

J. M. Hayes, VP in charge of sales and services for the Transport Indemnity Company, has been named to head the firm's new midwestern office in Chicago . . . Huber & Huber Motor Express has promoted W. E. Wallace to the post of assistant general manager; M. Atkus, district manager for the Chicago area; J. S. Gregory, district sales manager at Lexington, Kentucky; and H. Manen, terminal manager in Lexington.

C. A. Crocker, Moore-McCormack Lines traffic manager in Buenos Aires has been promoted to traffic and operations manager in that city . . . G. D. Taylor has joined the sales department of the Interstate Motor Freight system at the carrier's Cleveland terminal . . . C. H. Sturgeon has been chosen as general traffic manager at the B. F. Goodrich Company.

British Overseas Airways Corporation has named J. R. Stainton as general manager, Western routes. He succeeds G. Lee, who becomes chief commercial manager for the carrier . . . H. Pfeifer has been boosted to the position of traffic manager at the William J. Rountree Company . . . A. W. Dufrecheu, VP-sales, Kohlman Box Company, has been

(Continued on page 38)



AIR CARGO NEWS

Import extensively from the British Isles? Then there's good news from the British Overseas Airways Corporation.

To speed the movement of English goods across the Atlantic, BOAC will aid provincial British exporters by collecting U.S.-bound consignments at four major London railway stations. The airline's vans will call at Paddington, Euston, St. Pancras, and Kings Cross early every morning. Air cargo will then be collected and rushed directly to London Airport, where it will be processed and dispatched to New York the same day.

The new procedure, BOAC officials point out, is designed to aid British exporters with traffic originating outside of the London area. American importers, however, will be able to count on faster delivery of goods ordered from outside-of-London firms.

Swissair's present cargo schedule from New York to points around the globe includes daily flights to Amsterdam, Athens, Barcelona, Basle, Brussels, Cairo, Cologne, Copenhagen, Dusseldorf, Frankfurt, Geneva, Hamburg, Milan, Munich, Nice, Paris, Rome, Stockholm, Stuttgart, Vienna, and Zurich.

Updating its on-the-ground cargo handling facilities to keep pace with new developments in the air, Delta Airlines is racing to complete a modern, highly mechanized air freight terminal at the Atlanta Airport.

The new unit, valued at over \$100,000, is being built specifically to enable Delta to cope with the ever-expanding volume of sky cargo leaving and arriving in the Deep South. Its special features include truck level docks on one side of the building; ground level flooring on the rampside, to facilitate the loading of all-cargo aircraft; canopies extending the 100 foot length of the building; a cold storage compartment; and a built-in conveyor, to minimize the amount of handling required as cargo is unloaded from trucks, hauled to weighing scales, and stacked on storage

pallets for rapid transfer to waiting air-freighters.

Loading and unloading docks will have space for eight trucks and three cargo-planes and will be endowed with special lighting for efficient night operations.

Sky freight shipped via Pan American World Airways' jets will move at a stepped-up tempo, once a new refueling system being analyzed by the carrier becomes a reality.

Shipping Management - National Hi - Way Shipper has learned that, under the advanced setup, PAA jets will be able to take on fuel at the rate of 1200 gallons per minute—nearly three times faster than the maximum rate achieved by piston-powered aircraft using conventional methods.

The new procedure, enabling aircraft to get off the ground faster, is a modification of one used at Strategic Air Command bases. It is based on high-pressure refueling from underground tanks connected to the loading area by pipes.

The Emery Air Freight Corporation has opened two new regional offices, one in Philadelphia for the Middle Atlantic area, the other in Atlanta for the South.

The projected launching of round-the-world Tokyo-London-New York-Tokyo jet cargo and passenger service in 1963 has been announced by Japan Air Lines. In advance of this global flight, the carrier will inaugurate a Tokyo-London route via the North Pole, using DC-8s, in 1961. Also on tap: A southern route service, using medium range turbo-jet aircraft and linking Tokyo with India, Indonesia, Lebanon, Italy, and France.

North Central, Frontier, and Ozark Airlines have launched air freight and passenger service on a number of new routes blanketing the North Central area. States affected: the Dakotas, Iowa, Wisconsin, Minnesota, Illinois, Wyoming, Colorado, and Missouri.



May 1st is the target date Japan Air Lines has set itself for the launching of air cargo and passenger service between Tokyo and Los Angeles—now that the carrier's ambitious expanded schedule has been OK'd by the Civil Aeronautics Board.

Destined to become a familiar sight on the nation's skyways during '59 is the Lockheed Aircraft Corporation's power-packed Electra. Already being used by American and Eastern Airlines, the prop-jet will shortly be employed on a mounting scale by some 14 other major U.S. carriers.

Cargo-wise, the sky freighter incorporates a number of key freight storage and handling innovations. Two under-the-floor cargo holds permit loading without the use of platforms or stands. The plane's forward section (254 cubic feet in area) can hold up to 3,800 pounds of cargo; its after compartment (274 cubic feet) 4,000 pounds.

Boosting the Electra's freight-hauling capacity, Lockheed has developed a unique conversion kit which permits alternate usage of the aircraft's forward passenger compartment for freight.

This special feature enables the Electra to airlift an additional 3,500 pounds of cargo in the forward section—an important factor when passenger loads are light and grounded cargo especially heavy.

Time is running out on the venerable DC-4, one-time cargo passenger workhorse of the skies.

The latest word from the International Air Transport Association is that there are now less than 200 Douglas DC-4s in service around the world, the majority of them operated by foreign airlines.

Out to become the first air carrier spanning the Pacific with regularly scheduled all-cargo and mail flights, the Flying Tiger Line has applied to the CAB for permission to establish service linking San Francisco and Los Angeles with Tokyo and Manila, via Hawaii, Wake Island, and Guam.

Expansion is the order of the day at Luft-hansa German Airlines. The carrier has just purchased 13 new planes, among them four Boeing 707-430 jets, slated for trans-Atlantic service in the spring of 1960.

Direct air cargo service between Long Island and New England is now being offered by Del-Air of Ronkonkoma, L.I. The carrier, using Howard airfreighters, flies between MacArthur Field, L.I., and Bridgeport, New Haven, and New London.





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In any job, a man is judged by the use he makes of his time. Time saved is money saved—in a shipping department or any other.

And there is no better time saver in a shipping department than a PB postage meter—which can reduce mailing time by half, or more!

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If you ship only a dozen parcel post packages a day, the meter more than pays for itself in convenience. To do the job better, start with a postage meter. Phone the nearest PB office for a demonstration, in your own department, of the model you need. Or send the coupon for a free illustrated booklet "Some eye-opening facts about parcel post."

FREE: Handy desk or wall chart of new postal rates, with parcel post map and zone finder.



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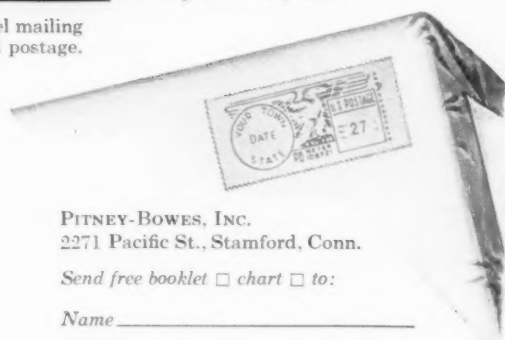
March, 1959

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The lowdown on Expendable wood pallets

What benefits do they afford the shipper? How and when can they be used most advantageously?

● What benefits do expendable wooden pallets offer the shipper? Why are a growing number of firms around the country switching from the use of conventional pallet equipment to "one-trip" components? And what should the distribution executive know about expendable wooden pallets if he is to use them to best advantage?

According to such organizations as the Society of Packaging and Handling Engineers and the National Wooden Pallet Manufacturers Association, expendable wooden pallets have a key place in today's shipping picture—provided they are purchased wisely and used correctly. Their extremely low cost, deriving from the fact that expendable pallets are made to be utilized just once, is their major advantage over more durable units.

Basically, there are three types of expendable wooden pallets currently in common use. Most widely employed is the so-called "stur-dee" pallet. Of four-way block design, it has five or more deckboards on its top face and three deckboards on the bottom. Experts rate the "stur-dee" pallet the most dependable, strongest expendable wooden pallet.

Least expensive of all expendable wooden pallets is the "no-block" component. This unit looks very much like a unitized crate panel. It is of two-way design and is handled most effectively by lift truck fork attachments.

Used only when the span of the

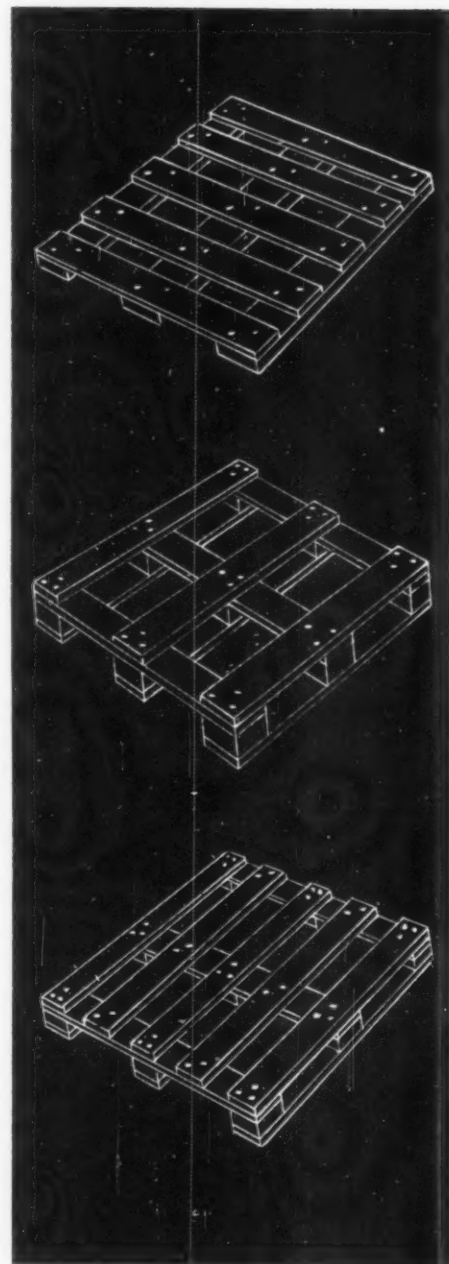
goods being loaded for shipment permits infrequent spacing of deckboards, the "econ-o-mee" pallet is of three block design. It has three deckboards on its top and bottom faces and is also extremely low in cost.

No matter which expendable pallet he uses, however, the distribution executive should keep one all-important usage in mind. If expendable units are to be utilized at maximum efficiency and at minimum risk of loss or damage to in transit goods, all pallet deckboards—when loaded—should always be parallel to the direction of the motion of the load.

Shippers who fail to observe this rule are asking for trouble. The company loading a consignment with the bottom deckboards at right angles to the motion of the load is laying itself open to potentially heavy in transit damage.

Generally speaking, in selecting expendable wooden pallets, the buyer should look for the following construction features:

1. Standard sizes (thickness and height) for blocks and stringers comprising expendable wooden pallets should be 2"x4"; 3"x4"; and 4"x4". Minimum dimensions for these components: 1-5/8"x3-5/8"; 2-5/8"x3-5/8"; and 3-5/8"x3-5/8" respectively.
2. All stringers or blocks must be sized to uniformity.
3. The end-grain of blocks utilized in expendable wooden pallets should be free of nails.
4. Block lengths should correspond to either the width of the string-



er board or the width of the on the direction in which the bottom deckboard goes.

5. The thickness of the wood used in expendable pallet deckboards and stringer-boards should be 1/4"; 3/8"; 5/8"; and 13/16". All such parts should be of uniform thickness.
6. Overall length and width of expendable pallets should be subject to a tolerance of 14", plus or minus.
7. The thickness of expendable wood pallets should be subject to a tolerance of 1/16", plus or minus.

steel containers KO handling costs, reduce storage needs

Collapsible steel containers have floored handling costs, reduced storage requirements, and facilitated receiving at the Axle Division of the Eaton Manufacturing Company.

Here's why:

Eaton used to be faced with the constant problem of sorting out and storing parts shipped to it by suppliers in bulk form. The time needed to unload and move incoming materials often ran as high as ten man-hours per truck.

Today, however, the situation has changed radically. Exploring a variety of new procedures capable of stepping up the handling of suppliers' products, Eaton's industrial engineers finally came across a ready-made, collapsible box-and-skid unit.

Using this component, the company currently provides its suppliers with empty boxes, shipped in a collapsed state. The suppliers, in turn, set up the units, fill each with a specific type of part, and return them to the Axle Division.

Economies attained by this dollar-wise system for processing incoming consignments include:

1. A 66 percent saving in storage space, since the steel boxes may be collapsed when not needed.
2. A stepped-up unloading operation. Ten trucks, Eaton estimates, may now be unloaded in the time it formerly took to clear just one.
3. A substantial reduction in the transport charges involved in moving empty boxes from Eaton to its suppliers, thanks to the ease with which the firm's boxes may be collapsed.
4. Easier handling on the receiving platform, as well as in storage. Because of their unique construction, the boxes may be tiered in neat rows. Laden boxes, moreover, may be moved quickly and easily to various stations.

TRAFFIC CALENDAR

March 3—Wilmington (Del.) Traffic Club.

March 13—Traffic Club of Brooklyn, New York.

March 13—Women's Traffic Club of Trenton, New Jersey.

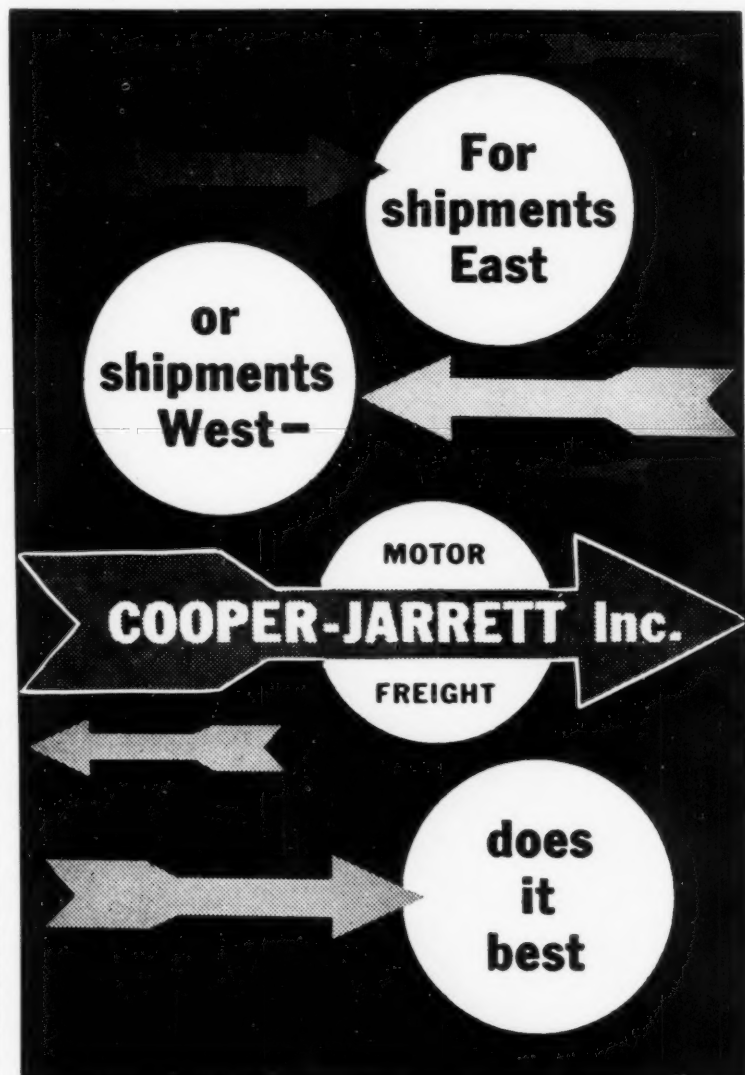
March 17—Traffic Club of the Lehigh Valley, Easton, Pa.

March 17—Montgomery Traffic & Transportation Club, Montgomery, Alabama.

March 17—Women's Traffic Club of the Lehigh Valley, Allentown, Pa.

March 19—Traffic Club of Rome, Rome, New York.

March 20—Fox Valley Traffic Club, Aurora, Illinois.



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- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherry
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COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. No matter what the weight or shape of your shipments, there's a container to do it. Check 1.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility from pickup to delivery. Check 2 for details to help you.

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" enroute. Check 3.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 4.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers that apply the right amount of glue to each label quickly and efficiently. Ungummed labels save money. These label gluers save time. For info on 10-day FREE trial, check 5.

FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 6 for info.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 7.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 8 for details.

TRUCK TERMINALS, designed, erected, financed. Need help? This general contractor may have the answer. Check 9.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Details, check 10.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Fits any of this company's machines. Check 11.

MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 12.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 13.

SPEED UP LABEL PASTING more than 50% with this semi-automatic feed label paster. FREE literature, check 14.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 15.

CUT PARCEL MAILING COSTS with a postage meter. No calculating how many stamps you need. No licking and sticking. One stamp, one motion. Check 16.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 17.

SAFER, FASTER SHIPPING when you make stencils with this company's machine. FREE pamphlet is yours for checking 18.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 19.

CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 20 for info.

PROTECT YOUR GOODS with a shock recorder. Check 21.

SHIPPING BAGS, both unpadded and padded. Company offers waterproofing, high tear resistance. Check 22.

FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 23 for details.

NO MORE INK PADS when you use this stencil roller. Ink supply is in the handle. This high-speed stenciling means 50% faster addressing. Check 24.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 25.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 26.

BREAK BOTTLENECKS in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator directly on carton or label. FREE brochure, check 27.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 28.

THREE TIMES FASTER, three times stronger than other sealing methods. this gummed tape comes in three types for every need. Check 29.

DAILY SERVICE between Chicago and Eastern Seaboard cities. This freight forwarder offers prompt pickup and delivery, refrigerator service, protective service. Check 30.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 31.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 32 for more info.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking methods. Use a one-hand tacker for better, faster, easier fastening. Check 33.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 34.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 35 for info.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full cooperation. Check 36 for details.

"ON THE GO FOR MID-AMERICA" is this trucker's promise. Check 37 for speed.

FAST ADDRESSING with this handy marker. Waterproof. Instant dry. Check 38.

CONTAINER LEASING service for use with general cargo, household goods. Check 39.

TAPE DISPENSERS for gummed and pressure sensitive tapes. Job-designed for heavy use. Check 40.

DELIVERY TIME CUT on LTL, truckload shipments through Kansas City with this line's new terminal. Check 41.

Ship Best . . .

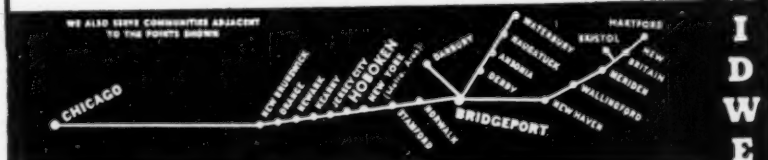
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FREIGHT FORWARDING COMPANY, INC.

VIRGINIA 7-3345

Daily Dependable Motor Transportation

Between Chicago and Eastern Seaboard Points



PROMPT PICKUP and DELIVERY

REFRIGERATOR SERVICE
(Truckloads only)

PROTECTIVE SERVICE
(Truckloads only)

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HOBOKEN TERMINAL

111 Marshall Street
OLDfield 9-3234

BRIDGEPORT TERMINAL

329 Central Avenue
FOREst 6-3491

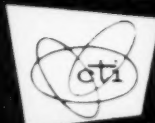
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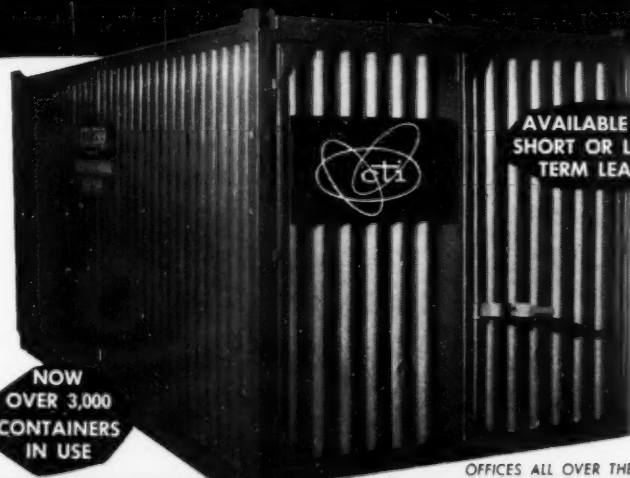
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Name.....

Address.....

City..... Zone..... State.....

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38

Traffic News

(Continued from page 30)

elected a director of the Fibre Box Association.

Congratulations to **A. B. Rosenbaum**, newly elected executive director of the



A. B. Rosenbaum

Regular Common Carrier Conference . . . **M. de Jong** has been named Manager for Europe by **Air Express International** . . . Appointed assistant to the general manager-traffic at the **Stanley Works**: **R. Ricker**.

C. R. Arce has been named manager of the Port of New York Authority's newly established Caribbean Trade Development Office in San Juan, Puerto Rico. The office, to be opened this spring, will be the eighth such unit established by the bi-state agency since



1945. It will cover the West Indies, Mexico, and Central America, in addition to Colombia, Venezuela, the Guianas, and Ecuador. The latter countries were formerly served by the Port Authority's Latin American Trade Development Office in Rio De Janeiro.

The Mississippi Valley Barge Line Company has opened a sales office in Tampa, Florida, headed by **K. I. McKay** . . . **R. M. Mather** has been appointed general manager of the boxboard division of the **Stone Container Corporation** . . . Promotions in the traffic department of **Congoleum-Nairn, Incorporated**: **O. C. Thaisz**, to the post of traffic manager, and **D. B. Piantoni**, to the job of assistant traffic manager of the corporation.

New appointments: **R. O. Fagg**, to the position of director of labor relations, **Braniff Airways** . . . **K. J. Sutherland**, as general traffic manager, **Sherwin-Williams Company** . . . **G. A. Faber**, as ground services manager, **United Air Lines**, Columbus, Ohio . . . **G. J. Kolowich**, to the position of controller at the **Denver-Chicago Trucking Company** . . . **H. Zabriskie**, as assistant director of sales for **Texas-Arizona Motor Freight, Incorporated**.

J. C. Corbett has been appointed director of advertising and promotion for **Global Van Lines, Incorporated** . . . **G. B. Johnson** has been named VP in charge of sales at the **Joyce Brothers Storage & Van Company**.

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DESIGNED • ERECTED • FINANCED
Over 50 Terminals Erected in Chicago Area Plus 11 Repeat Orders.

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... featuring convenience, comfort, quality! A cosmopolitan atmosphere in home-like setting. In the center of all downtown activities. Newly decorated. Ultra modern, comfortable guest rooms . . . excellent food at moderate prices in our modern coffee shop and cafeteria.

Radio and Television in room.
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800 ROOMS
WITH BATH from \$4

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12 and Under —

Harry E. Paulsen, General Manager
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DETROIT

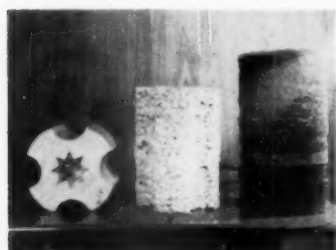
Shipping Management — National Hi-Way Shipper

NEW products

cushioning material

Manufacture delicate electronic components, missile parts, aircraft instruments? Looking for a way to floor in transit damage? *K-Foam*, a new, low-density moldable packaging material may be just what you need.

Produced by the Greenwood Packaging Supply Company, the ingredient is said to have superior shock-absorbing strength. What's more, it reportedly reduces cubage by 20 percent and may be molded in any density.



Because of *K-Foam's* non-hygroscopic abilities, its manufacturer claims, only 1/16 the amount of desiccant normally employed in all Method II packaging is needed when the ingredient is used.

(check 98 on Help-O-Gram card)

corrosion resistant flooring

Said to offer an economical, highly effective answer to floor corrosion damage, an improved flooring material has been developed by the Stonhard Company. Dubbed *Stonclad*, the material resists corrosion damage from acids and alkalis, while, at the same time, standing up under extremely heavy traffic.

Easily applied with a trowel, *Stonclad* is packaged in three readymix parts, combined at the job site. Fast-acting, it may be used for foot and light truck traffic five hours after it has been put down.

(check 99 on Help-O-Gram card)

steel strapping machine

Designed for the closure of corrugated cartons, fibre boxes, and wooden cases, an improved, fully automatic, flat steel strapping device has been unveiled by A. J. Gerrard and

Company. Features include: up to 17 ties per minute; automatic tension compensation for package size variations; and a built-in air lubrication system.

The unit accommodates packages ranging in size from a minimum of 4" in height x 8" in width to 22" in height x 20" in width.

(check 100 on Help-O-Gram card)

ice and snow remover

Ice and snow a problem in outdoor loading and unloading areas? The Monroe Company reports that it has come up with an improved ice remover, endowed with greater solubility and melting ability to act faster and keep treated areas free of ice for longer periods of time.

According to the company, 100 pounds of the solution—known as X-73—will now clear from 5,000 to 8,000 square feet of surface, depending on the temperature and the depth of the snow or ice deposit. The remover is available in 100 and 300-pound drums, and in 80-pound bags when ordered in quantity.

(check 71 on Help-O-Gram card)

tub truck

Designed to KO labor costs by expediting the handling of individual parts, pieces, and packages, a new spring-loaded tub truck is available from the M. Neuschul Company. Designated as Model 718, the unit features a unique floating deck with a telescoping corner post specifically developed to keep a load within easy reach of the operator.



While rugged and dependable, the aluminum tub truck weighs about 1/3 as much as comparable steel equipment. It comes in a wide variety of sizes, capacities, and special built-to-order designs.

(check 72 on Help-O-Gram card)

PRODUCT CLEARING HOUSE

Want additional info on the handling equipment described on page 10? Check #73 on Help-O-Gram.

For further facts and figures on the truck cargo control system described on page 14, check #74 on Help-O-Gram.

Interested in obtaining more dope on scale book described on page 10? Check #75 on the Help-O-Gram.

Check #76 for additional data on racking system described on page 28.

Need more data on Colon's Free Zone? Check #77 on Help-O-Gram.

For more information on: Alcoa handbook, page 12, check #78 on Help-O-Gram.

Trailer conveyor, page 17, check #79 on Help-O-Gram.

Facsimile labeling system, page 17, check #80 on Help-O-Gram.

Metal bins, page 20, check #81 on Help-O-Gram.

Interstate routing directory, page 21, check #82 on Help-O-Gram.

Polyethylene packaging, page 21, check #83 on Help-O-Gram.

PANAMA'S COLON FREE ZONE

Even when the cost of shipping its goods from New York to Colon by water is added in, the magnitude of Gillette's transport saving is readily apparent. In large lots, shipments from New York to Colon cost an average of from five to 10 cents per kilo and take from six to eight days, warehouse to warehouse. Deduct the maximum sea rate of 10 cents from the air savings registered in skylifting merchandise from Colon and the sea-air combination employed by Gillette is still far cheaper than any other method.

Interested in following Gillette's lead? Then here's what you should know about the Colon Free Zone and its distribution potential:

What is the Free Zone? The Colon Free Zone is "an enclosed area without resident population and retail trade. There, goods of all nations may be stored, packed, processed, and shipped to a foreign destination without the payment of local taxes, duties, or consular fees." One added benefit: Colon is located at the crossroads of world trade. Because of its strategic geographic position, Free Zone volume has climbed from \$14 million in '53 to well over \$70 million in '58.

How can a U.S. company benefit from using the Free Zone? To begin with, as in Gillette's case, bulk shipments are made to Colon's warehouses by sea, thereby attaining the lowest possible transport rate. Individual orders may then be filled by air or water right from the Free Zone.

AIR EXPRESS SAVINGS WHEN USING THE COLON FREE ZONE*

Rates are in cents per kilo, based on shipments of under 45 kilos (1 kilo = 2.2 lbs.)

Destination	from New York	from Panama	Saving Per Kilo
Bogotá	\$1.52	\$.33	\$1.19
Buenos Aires	3.40	2.38	1.02
Caracas	1.10	.66	.44
Guatemala City	.99	.43	.56
Guayaquil	1.76	.57	1.19
La Paz	2.68	1.50	1.18
Lima	2.24	1.06	1.18
Quito	1.74	.55	1.19
San José	1.12	.32	.90
San Salvador	1.06	.38	.68

To make the use of air cargo even more attractive, Pan American Airways and Panagra have reduced their freight rates by a whopping 50 percent on merchandise leaving Colon for other Latin American nations. Other leading lines are expected to offer similar incentives in the near future.

Handling and warehousing costs in Colon, moreover, are incredibly low, despite the high degree of

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HANSEN Automatic TACKERS

36
MODELS
80
STAPLE
SIZES

Fast, dependable, sure . . . Hansen Tackers make tacking a pleasure on all kinds of jobs. Be sure of getting the best . . . choose a Hansen Tacker now!



For Labeling, Displays, Insulation, Decoration, Assembly Work . . . many others

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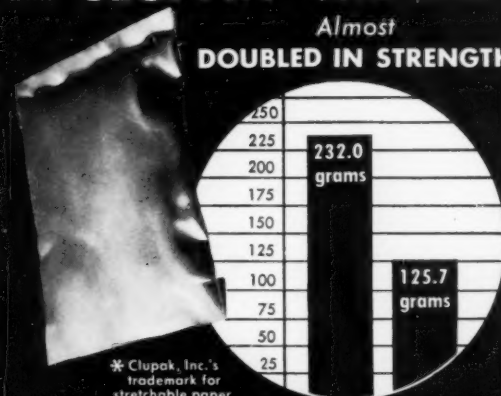
BEST BY TEST

New JIFFY PADDED SHIPPING BAG

with **CLUPAK*** OUTER LINER

Almost

DOUBLED IN STRENGTH



* Clupak, Inc.'s trademark for stretchable paper.

Comparison tests of the new JIFFY BAG, made with Clupak Outer Liner—and shipping bags made of plain kraft—SHOW AN INCREASE OF TEAR RESISTANCE from 125.7 grams to 232.0 grams.

This gives you vastly increased protection—AT NO INCREASE IN PRICE!

Send for your free samples—compare—and be convinced!

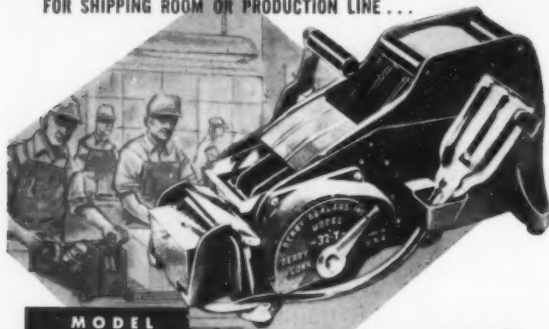
Jiffy

JIFFY MANUFACTURING COMPANY

Hillside, N. J.

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RUGGED SIMPLICITY! THE IDEAL DISPENSER
FOR SHIPPING ROOM OR PRODUCTION LINE...



MODEL 32-T JQB-DESIGNED*
TAPE DISPENSER
by **DERBY SEALERS**

The ruggedly constructed, easy pulling 32-T is a typical example of the efficiency and durability of the Derby Sealer and Grip-A-Tab lines of gummed and pressure sensitive tape dispensers. *Job-designed specifically for the shipping room and production line, the 32-T stands up under heavy day-after-day usage, even when dispensing the heavier reinforced tapes... delivers pre-determined lengths of properly moistened tape, consistently, for fast, easy sealing.

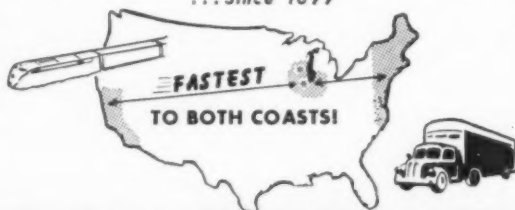


For further information write Dept. SM

DERBY SEALERS, INC. DERBY, CONN.

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... Since 1899



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NEW 3 TIMES FASTER
3 TIMES STRONGER
THAN OTHER CLOSURE METHODS*



* BASED ON TEST BY INDEPENDENT LABORATORY RESULTS ON REQUEST

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efficiency with which Free Zone laborers go about their tasks.

What facilities are available for shipping through the Free Zone? Covering an area of 97 acres, the Colon Free Zone is located about half a mile away from the Cristobal Docks—among the world's finest for the handling and processing of general cargo. Colon, furthermore, is the only modern deep-water seaport in Central America.

A COMPARISON OF REPRESENTATIVE FLIGHT TIMES

Destination	from New York	from Panama
Bogotá	9 hours	2½ hours
Buenos Aires	19 "	14½ "
Caracas	8 "	5¾ "
Guatemala City	7 "	4 "
Guayaquil	14 "	5 "
La Paz	19 "	10 "
Lima	17 "	6¾ "
Quito	12 "	3¾ "
San José	8 "	1½ "
San Salvador	8 "	2½ "

From the Colon Free Zone, Latin American-bound goods can travel via air freight in a fraction of the time and at a fraction of the cost for similar consignments shipped from the United States.

Storage-wise, the Free Zone has thousands of square feet of public warehousing space available to foreign concerns. Charge: \$1.50 per ton per month for general commodities. Handling charge: \$1.50 per ton, to cover receiving, delivery, and fire and theft insurance.

Companies preferring not to construct their own building, but, at the same time, requiring exclusive occupancy of a structure for a substantial period of time, are also accommodated in the Free Zone. They have the privilege of keeping merchandise under lock and key. Rental rates run from 55 cents to 75 cents per square meter every month.

Interested firms, of course, may build their own warehouses, if they prefer to do so. Construction and operational costs vary with individual structures.

IN EVERY WAY
THE BEST CLOSURE
FOR YOUR BOX

BEST PERFORMANCE
AT LOW COST

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Shipping Management — National Hi-Way Shipper

WHERE TO GET THE ANSWER TO YOUR EXPORT PUZZLERS

● Questions on export-import shipping procedures and regulations? Want to know what surface, sea, and air facilities are available overseas for the safe and sure transport of your consignments?

The following trade development offices, specifically maintained by foreign countries to answer your most perplexing export-import posers, are ready and waiting to serve you.

Arab Information Center. 120 East 56th Street, New York City.

Argentine Republic Commercial Information Bureau. 12 West 56th Street, New York City.

Australian Government Trade Commissioner. 636 Fifth Avenue, New York City.

Brazilian Government Trade Bureau. 551 Fifth Avenue, New York City.

British Trade Promotion Center. 677 Fifth Avenue, New York City.

Casa de Portugal. 447 Madison Avenue, New York City.

Commercial Counselor's Office, Thailand Embassy. 37 Wall Street, New York City.

Commercial Counselor's Office, Turkish Embassy. 551 Fifth Avenue, New York City.

Danish Information Office. 588 Fifth Avenue, New York City.

French Commercial Counselor, French Embassy. 610 Fifth Avenue, New York City.

German-American Trade Promotion Office. 350 Fifth Avenue, New York City.

Greek Embassy. 30 Rockefeller Plaza, New York City.

India Government Trade Center. 19 East 49th Street, New York City.

Irish Export Promotion Board. 33 East 50th Street, New York City.

Italian Commercial Office. 551 Fifth Avenue, New York City.

Japan Trade Center. 393 Fifth Avenue, New York City.

Korea Trade Center. 10 West 56th Street, New York City.

Netherlands Trade Commission. 551 Fifth Avenue, New York City.

New Zealand Government Office. 630 Fifth Avenue, New York City.

Norway House. 290 Madison Avenue, New York City.

Puerto Rico Economic Development Administration. 579 Fifth Avenue, New York City.

South African Government Information Office. 655 Madison Avenue, New York City.

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Trading Company of Afghanistan, Inc. 127 West 30th Street, New York City.



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Instant adjustment for labels up to 7 1/2" wide. Operator's hands always free. Speeds-up production with minimum effort. Write for literature.



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SAVE 50% ON YOUR ADDRESSING COSTS WITH AUTOMATIC ROL-FLO STENCILER

THE INK
SUPPLY IS
IN THE
HANDLE

Whether you must stencil 5 cartons or 5,000 the ROL-FLO will give you uninterrupted performance.

Proper pressure on the squeezable plastic handle keeps the roller saturated and working perfectly at all times. Designed especially for those whose stenciling needs call for a greater supply of ink or where an ink pad can not be conveniently carried.

This means high speed stenciling at a saving of 50% for your production line addressing.



SEND FOR YOUR FREE
COPY OF "HANDY HELPER"
SHIPPING ROOM SUPPLY CATALOG

DIAGRAPH-BRADLEY INDUSTRIES, INC.
P. O. BOX 269 HERRIN, ILL.

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Customer Approved



NAVAJO ARROWFLYTE SCHEDULES

**the most reliable time-saving
L.T.L. service on the road!**

In only 4 busy months thousands of Arrowflyte "speed-treated" shipments have been delivered on schedule. Where you have urgent delivery dates, rely on Navajo Arrowflyte service.



LOOK FOR THE

BLUE-EYED INDIAN

CHECK THESE FAST SCHEDULES!



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2nd Day	LOS ANGELES OAKLAND SAN FRANCISCO	ALBUQUERQUE AMARILLO
6th Day	LOS ANGELES OAKLAND SAN FRANCISCO	NEW YORK CITY*

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*Interlined with Strickland Transportation Co.

When you use ARROWFLYTE here's what happens:

Special Executive
Supervision Insures
strictest adherence to schedules.

Swift pickup and delivery
Insures prompt terminal
handling of all shipments.

Monitor-Master control
control assures consistency
of performance.

NAVAJO FREIGHT LINES, INC.

National Headquarters

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44

ADVERTISERS' INDEX

Associated Truck Lines, Inc. Back Cover

British Overseas Airways Corp. 23
Brown-Bridge Mills, Inc., The 25

Container Transport International
Inc. 37
Cooper-Jarrett Inc. 35

Denver-Chicago Trucking Co. 3
Derby Sealers, Inc. 42
Diagraph-Bradley Industries, Inc. . . . 43
Dunes Hotel & Casino 20

Eastern Express, Inc. 2nd Cover

Glue-Fast Equipment Co. 40
Gordons Transports, Inc. 1

Hancock Trucking, Inc. 30
Hansen Mfg. Co., A. L. 41
Hoover Motor Express Co. 38
Hotel New Yorker 36
Hotel Tuller 38

Ideal Stencil Machine Co. 12
Impact-O-Graph Corp., The 40
Industrial Traffic Management 25
Interstate Motor Freight System 27
Interstate Motor Lines, Inc. 11

Jiffy Mfg. Co. 41
Johnson Freight Lines, Inc. 22

Knaus Truck Lines, Inc. 26

LaSalle Extension University 38
Lifschultz Fast Freight 42

Marsh Stencil Machine Co. 36
Midwest Freight Forwarding Co. 37

Navajo Freight Lines, Inc. 44
Nelson, Arthur E. 38

Pacific Intermountain Express 12
Pitney-Bowes, Inc. 33
Potdevin Machine Co. 43

Rathborne, Hair & Ridgway Box Co. 17
Rexford Paper Co. 42
Ringsby Truck Lines, Inc. 15

Sabena Belgian World Airlines 6
Spector Freight System, Inc. 4-5
Speedry Products, Inc. 22
Sten-C-Labl, Inc. 21
Super Service Motor Freight
Co. 3rd Cover

T.I.M.E., Inc. 20

Universal Fountain Brush Co. 20

Wilson Truck Co., Inc. 24

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the man who ships...**



about

"CUSTOMER SERVICE"



Two words that are mighty important to traffic managers are these—**"CUSTOMER SERVICE."** They are mighty important to **us**, too . . . not only in **keeping** our customers, but also in adding **new** customers. Much of our growth has come from the recommendation of traffic managers who know that "customer service" can be just as **real** as terminals or rolling stock.

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